

# PRINTERS' INK

Registered U. S. Patent Office

**A JOURNAL FOR ADVERTISERS**  
185 Madison Avenue, New York City

VOL. CXXXVI, No. 3 NEW YORK, JULY 15, 1926

10c a COPY

B. A. I. S. 1919 with  
N. W. Ayer & Son

## *Sisters under their skins*

WHEN Aunt Alicia entertained Princess Ivanoff at Newport last week, two things made her visit most pleasant—Aunt Alicia and her tea. Of Aunt Alicia no more need be said. Of her tea—it was Tetley's . . . brewed and served in the true continental fashion.

When Mike O'Reilly came home the other night in a regular "civil uvva temper," Mrs. O'Reilly soothed him with a pot of fragrant tea, piping hot, with cream and sugar in it. It was Tetley's of course!

All of which means that through the combined efforts of Joseph Tetley & Company, Inc., New York, and Advertising Headquarters, Philadelphia, Tetley Tea, continuing the role it has played abroad for more than a century, is becoming the standard by which true tea enjoyment is gauged in America.



## **N. W. AYER & SON**

**ADVERTISING HEADQUARTERS, PHILADELPHIA**

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



# *An Agency Man told us . . .*

"As you know, we have handled \_\_\_\_\_ for years and advertised extensively in farm papers. But our salesmen were not enthusiastic—we could not make them see how our national farm advertising helped them—and their dealers—in their own home territories. Now, however, we have gone a long way in meeting this situation and in arousing salesman and dealer enthusiasm by using the Standard Farm Paper Unit for each of your papers is instantly recognized as an authoritative local publication."

This man is only one of many who have found that the Stand-

ard Farm Papers are *local in prestige—national in influence*. Each is a local institution with all that that implies in advertising power—yet you can buy their 2,000,000 circulation as a whole—or by States. *Standard Farm Paper service is as flexible as your sales problem.*

If you have a similar problem—and if you want to focus your advertising in the farm market where it will increase sales at lowest cost—we should be glad to give you other details and tell you about our special merchandising service for advertisers.

## *The* **STANDARD FARM PAPER UNIT**

One order—one plate—one bill

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Courtney D. Freeman  
Western Manager  
307 North Michigan Ave.

New York

Willard R. Downing  
Eastern Manager  
250 Park Ave.

San Francisco, Kohl Bldg.



*These 15 leading State papers give you 2,000,000 circulation  
where you have the great bulk of your distribution*

Missouri Ruralist	The Prairie Farmer	The Nebraska Farmer
Kansas Farmer	The Wisconsin Agriculturist	The Pacific Rural Press
The Farmer, St. Paul	The American Agriculturist	Ohio Farmer
Michigan Farmer	The Breeder's Gazette	Wallaces' Farmer
Pennsylvania Farmer	The Progressive Farmer	Hoard's Dairymen

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXXVI

NEW YORK, JULY 15, 1926

No. 3

## How to Charge Advertising Costs When More Than One Product Is Featured

What We Spend Our Money For, Whether It Really Does It or Not,  
Should Be Our Guide in Distributing Advertising Costs

By A. C. Ernst

Managing Partner, Ernst & Ernst

IF a national advertiser is promoting the sale of more than one product, is there any rule that he can follow for charging to each product an equitable proportion of the total amount spent for advertising?

Is it advisable simply to charge the cost of the advertising to the products advertised? Or would it be better to put some of the burden on the unadvertised products, on the assumption that they benefit more or less by the publicity given to the advertised items? In either case, what would be an equitable apportionment? Also, supposing that some of the advertisements in a campaign are institutional, thus advertising the house and all its products, while other advertisements are restricted to the presentation of one or two items—what should be done then?

These questions have been asked a number of times and have been the source of much argument in the offices of a great many organizations. The advertiser needs the truth about the profit or loss on each of his various products. If advertising expenditures are improperly distributed, advertising expense accounts for each product, and the resulting computations of net profits, will not be according to fact. The grand totals will be all right. But one product,

earning a profit, may on paper show a loss; while another, actually creating a loss, may appear to be profitable.

It is felt that no advertiser, if he can avoid it, would want to learn and follow the rules of some complicated system for estimating and charging up somewhere the various effects of many kinds of advertising. It is not believed that any such system exists, and it would be utterly impractical if it did. It is understood that all the advertiser wants is a usable conception of the simplest way to distribute advertising expense without prejudice—in accordance with sound principles and good judgment—so that the records can be corrected in reflecting a true story of results derived from efforts put forth in the interest of each product.

There is no problem in connection with straight institutional advertising. The accepted practice is simply to prorate the total expenditure in accordance with the ratio of sales on each product, in dollars, to total sales. For example: If a business has to do with three products and total sales are \$1,000,000 of which \$500,000 is from product A, \$300,000 from product B, and \$200,000 from product C, then one-half the total advertising expenditure is chargeable

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to product A, three-tenths to product B and one-fifth to product C.

The situation is no less simple when two or more products sold by one firm, are advertised separately with no relationship existing between the advertising of one product and the advertising of another. Each product is charged directly with its own advertising.

This condition is exemplified in one case by the advertising of a certain firm making a line of high-grade products including throat tablets, an antiseptic and cosmetics. Each product is advertised separately, and no effort is made by the advertiser to establish the name of the one source. Another case is that of a firm, giving publicity also to throat tablets, and in other advertising to a preparation for sprains and bruises. The names of the two products have become household words, but the advertiser's name, beyond his contacts, is practically unknown.

Another advertiser offers an excellent animal food, as well as a very desirable food for human consumption. (The two products, of course, are separately advertised.) The firm name appears distinctly in all the advertising. It is conceivable that the advertising of one product may help the sale of the other, but the advertiser very sensibly charges each product with its own advertising.

Sometimes, when two or more products are presented in one advertisement, each should bear the cost of the space it occupies. This, however, is not always good practice. The presence of one of the products may be for the sole purpose of giving prestige to or arousing interest in the other products. Or the advertising may be carrying a heavily emphasized house name and be institutional in nature and purpose.

What do we intend to have our advertising do for us? Why are we advertising the way we are? What is the object of our business efforts of which our advertising is a part? Such questions as these are the logical start in solving the problem. In fact, when they are

answered, the problem is solved. *Not what the advertising is actually doing or may do, but what we spend our money for, to make it do, whether it really does it or not, should be our guide in distributing advertising costs.*

Accounting is a means to an end. What we do in accounting, what we do in properly allocating or prorating expenses to a product, or to a department, is based on facts, on the recognition of common-sense principles. And common-sense principles are the result of common-sense thought by men who think below the surface. The whole process is the best opinion of all concerned—and that's common sense!

#### ACCOUNTS ARE NOT DUMPS

There must be a reason for every account set up on the books. No expense is justifiable unless it is incurred for a definite reason. A reason should be explained and controlled by aims and expediency. Accounts are not dumps. They serve a purpose! They tell a story. They state a fact. They are accounting measures for determining financial results.

Therefore, to establish the proper accounting policy, it is necessary to comprehend the objectives—to plan the story that we want our accounts without prejudice to tell. Since accounting is a means to an end, what does our best judgment dictate?

Let's consider the advertising of certain well-known brands of cigarettes. The advertisers also make numerous other tobacco products. The advertising, in each case, while devoted to a particular cigarette, carries the name of the firm in small type at the bottom. This probably helps, to some extent, the sale of other products made by the same house. But the purpose of the advertising is to help maintain and increase the sales of a particular cigarette, so the cost of the advertising is all charged to the cigarette.

If any one of the advertisers had planned to accomplish a two-fold purpose, perhaps his copy, and perhaps the size of his appropria-



## The Leadership of Christian Herald Readers in Village America

Among other questions asked of Christian Herald readers in a recent questionnaire was: Has any member of your household an *official* position in Town, County or Church?

*Answers*—Yes . . . 652  
No . . . 541  
1193

A complete summary of the answers to this question showing positions held will be sent on request.

## Christian Herald

Bible House, N. Y.

GRAHAM PATTERSON, *Publisher*  
Paul Maynard, *Advertising Manager*

tion, and even his choice of mediums, would have been different.

A well-known house publishing business books, gives its name a prominent place in all its advertising. The advertising referred to is in circular form. Sometimes, it presents one book; sometimes more than one. The name of the publishing house, favorably known as it is, is a valuable selling point for the books. It can also be said that advertising the books makes the publisher's name more valuable as a selling point for other books. But the reason for emphasizing the name is that it helps to sell a particular book or group.

The good-will accruing to the publisher's name is to be regarded simply as a valuable by-product of his advertising. This view is consistent with sound and conservative business practice. If part of the cost of advertising a book were deducted from the overhead on the book, the selling price might be set too low and a tangible profit exchanged for a theoretical one.

Suppose we were planning an advertising campaign for a manufacturing concern whose business covered a line of products sold under a single name like Colgate or Del Monte. Let's call the products Smith's Pickles, Beans, Ketchup, Spaghetti, Mince Meat, etc. We want to increase the sales of the entire line. But after studying the situation, we decided that the best way to do this would be to concentrate our advertising efforts for the time being on the Pickles. Our container labels need to be standardized and we do that. Are we going to charge all the advertising to Pickles? No. But how shall we distribute it?

The first thought would probably be to charge to Pickles some part of the advertising expense considered commensurate with the estimated advantage given to Pickles over other products, and then to prorate the rest of the expense to other products according to their existing relative sales volume. On the other hand, if we prorate all the expense, as we

would do if we were advertising institutionally, we might be able to reduce the price of our Pickles, sell more of them, create additional good-will for our name, and thereby further increase the sale of our other products. So either practice would be sound, depending upon conditions and purposes.

If our line of products includes a perfume and a laundry soap, we cannot expect advertising of the perfume to give the laundry soap the help that it might give a toilet soap. Nor can we expect the advertising of a rose perfume to give a carnation toilet soap as much help as it would give a toilet soap with the same rose fragrance as the perfume.

The accounting practice of well-managed department stores carries an illuminating suggestion for the national advertiser. In advertising various merchandise, the prime purpose is to get people into the store. If a particular article in one department is advertised, the expectation is to sell not only that article but also other merchandise as a result of attracting people to the department. If the advertising were charged against the one article, a large and misleading theoretical loss would show. Therefore, ordinarily, the advertising expense is charged to the particular department as a whole, no attempt being made to charge the expense to any one kind of merchandise. This applies to newspaper, direct-mail, window display, and any other form of advertising. It is recognized that the advertising in the interest of one department also benefits other departments, but the benefit is considered too indirect to warrant prorating part of the expense to other departments. Institutional advertising is prorated according to the ratio of each department's sales to total sales.

If we were making a line of say three products and conducting three distinct advertising campaigns at one time, one for each product, it is not likely that we would want to charge any part of

(Continued on page 162)

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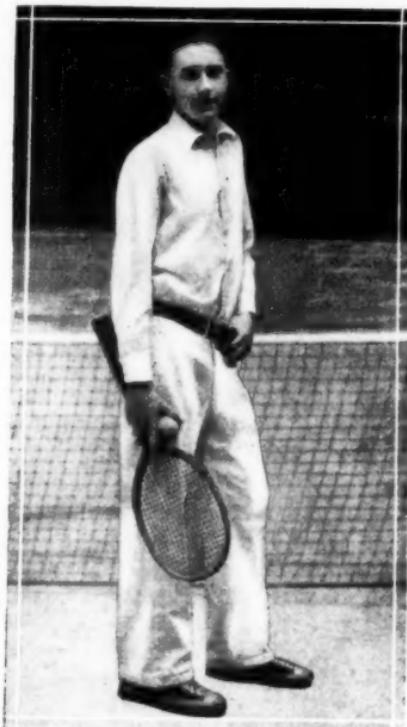
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## You don't know as much about an ace as Slim Weatherley

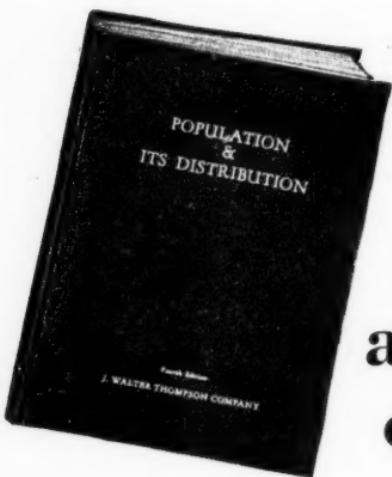
Slim can put 'em in your service court so hot and fast they would make your head swim. He can knock the socks off most of his friends at golf and as for playing center at basketball you've just got to hand it to him.

Slim is a good hiker, fond of canoeing, camping and fishing and not so bad at amateur photography either. He eats (another favorite sport) and plays a banjo-uke like Ukulele Ike himself. He has decided preferences in such serious matters as shaving soap, razors, tooth-paste and radio sets. In short, for a sixteen-year-old, 5 feet 4 inches, 114-pound near-man, he can't be beat for buying habits and spending ability.

Slim is like 80 per cent of the 500,000 readers of **THE AMERICAN BOY**. Slim is your equal—a man—in everything but years. And no matter what you make—athletic equipment, jam, shoes or what-not—you can sell to Slim and 500,000 near-men like him through the advertising columns of **THE AMERICAN BOY**. Your product in his favorite publication will win his friendship and the near-man market he represents. Isn't that worth going after? Copy received by August 10th will appear in October.



***The American Boy***  
Detroit Michigan



# Markets are made up of people-

*This new book tells you*

**where these people live  
where they buy . . .  
how much money they can spend**

**W**HAT are the really significant marketing facts about the 113,000,000 people of the United States? How has this market altered in the past five years?

"Population and Its Distribution" contains nearly 400 large pages of accurate up-to-the-minute statistics about markets. In its pages you will find—

### **1925 Population Figures**

Do you know that the population of the United States has shown an increase since 1920 equal to the 1920 population of the states of Indiana and Illinois combined? That four states—New York, Pennsylvania, Ohio and California have added over a half million each? That the borough of Manhattan in New York City has *decreased* by 300,000—while Detroit shows a gain of 250,000?

### **679 Retail Shopping Areas**

How far can population alone serve as an index of market possibilities? Two cities in Maine,

Bangor and Lewiston, are of nearly equal population. Actually, however, Bangor's trading population is almost twice as great as that of Lewiston.

In "Population and Its Distribution" are given complete retail shopping areas for the entire country with maps and figures for each. These areas are determined by *commercial* rather than *political* boundaries.

### **Income Tax Returns by Counties**

How much money can people spend? Which counties in each state offer the richest sales possibilities?

In Illinois the distribution of population by counties roughly parallels income tax returns. In Alabama, however, over 82% of the total number of returns came from 20% of the counties.

"Population and Its Distribution" gives the number of personal income tax returns for every county in the United States—arranged for ready comparison with population figures for the same county.

\* \* \*

In addition "Population and Its Distribution" gives the number of wholesale and retail dealers for eighteen different trades by states and cities of 25,000 and over—the number of grocery and drug chain stores in large cities and many other statistics of value in planning sales operations.

We shall be glad to send you a copy of "Population and Its Distribution" upon receipt of seven dollars and a half (\$7.50). If you wish to return the book within five days we shall refund your money. Just fill out the coupon below.

---

**J. Walter Thompson Company, Dept. U**

244 Madison Avenue, New York City

I enclose \$7.50 for "Population and Its Distribution"

Name \_\_\_\_\_

Address \_\_\_\_\_

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# Changes in Format of Rice-Stix Catalogue Save \$30,000 a Year

At the Same Time, the Catalogue's Pulling Power Has Been Increased

By Mills Wellsford

**C**HANGES in the format of the general catalogue of the Rice-Stix Dry Goods Company, manufacturing wholesaler of St. Louis, begun in 1924 and still being perfected, have reduced the catalogue publishing expense of the company 33½ per cent, and at the same time have increased the catalogue's pulling power.

"In 1923, each semi-annual edition of 25,000 copies of our catalogue cost us approximately \$45,000," says George B. Woodson, advertising manager of the Rice-Stix Dry Goods Company. "But the next year our spring-summer catalogue cost us about \$30,000, and our fall-winter edition cost us a like amount. That represents an annual saving of approximately \$30,000.

"This year we published our catalogue at an even greater saving, due to further refinements of format."

Reduction of the size of cuts, the use of smaller type in some sections of the catalogue, and the introduction of narrower and more uniform type columns, are the main changes responsible for these economies.

The result is a volume of about the same page size—but with only half as many pages. Whereas the 1923 catalogues had about 670 pages, size 8½ by 11 inches, the 1926 catalogues contain about 332 pages, size 8½ by 10½ inches. Narrower margins on the new small-size page give it just as much type space as the old size afforded.

"The new catalogue," Mr. Woodson says, "has practically as many items illustrated as the editions of 1923 had, although the latter contained twice the number of pages. There has been no decrease in pulling power of the items the illustrations for which were reduced. The greater convenience

of the new catalogue greatly outweighs any advantage that may have been derived from featuring the items in larger space.

"The principal saving of space was effected by reducing the size of the cuts in such sections as notions, small wares, men's furnishings, luggage, etc. The illustrations in the women's wear sections were among the few not changed appreciably in appearance. We have found that while reducing the size of a catalogue cut of a spool of thread has little or no effect on its selling power, a slight reduction in the size of an illustration of a dress or of lingerie makes it relatively insignificant, and lessens its returns.

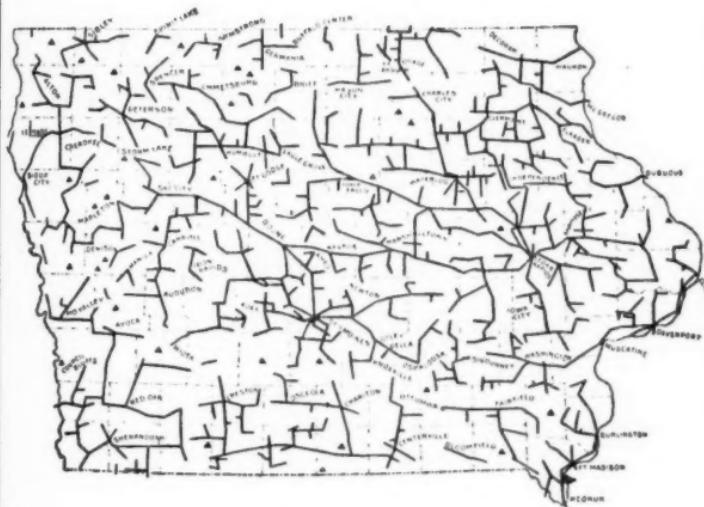
"Many illustrations were reduced from one-half to one-quarter of their former size. We were able, for instance, to illustrate twenty-two women's hand bags on pages that formerly contained but twelve. On many of the small-wares pages we were able to get more than twice as many illustrations as the old format allowed.

#### ALL CUTS ARE SPECIALLY MADE

"Formerly, we used many cuts in our catalogue just as they were supplied to us by manufacturers. These cuts were frequently larger than we would have preferred them, and accounted for quite a bit of the extra space. Now, we are having all cuts made specially for our catalogue, and at our own expense—and find it more economical to do so.

"In the old catalogues, two or three columns to the page were the rule. But in the new catalogue format, three, four and five columns to a page are used. This change eliminated a great deal of white space, which generally is of no value in a catalogue—and certainly is not in one of our type. Formerly, on a two-column page

# Electric Service Lines Blanket Iowa



98%

of the city, town and village population of Iowa can use electrical appliances 24 hours a day.

Ten thousand miles of high voltage transmission lines carry electrical energy from big generating stations into all sections of Iowa. Note how thoroughly the transmission lines cover the state. A splendid field for the sale of electrical appliances.

The Des Moines Register and Tribune, with a daily circulation of 175,000, lights the way for the manufacturer of electrical appliances in Iowa.

**Every third family in the state reads The**

# Des Moines Register and Tribune

we often centred a 1½ inch cut in a box 3½ inches wide. The same illustration, now reduced to one inch in width, may appear in one column on a four-column page. If there is still some white space left at the side of the cut, the heading may be put there.

"Column widths in the new catalogue are more regular, too, than they were. This not only effects a saving in composition costs, but favors speed in making up the pages.

"While cutting down everything else, we did not shorten the descriptive copy. It is as complete as ever, and much of it is longer and more thorough. Some of it was reduced from ten to eight point body type, and from eight to six point, but most of it remained, as it had been, in eight point. Reduction of the type sizes actually proved to be a benefit. Besides the saving that this helped to effect, it often allowed us to plan for fuller descriptions of items.

"The final verdict as to the desirability of all these changes in our catalogue rests with our dealers. It is gratifying to know that they have been favorably impressed by the new catalogue form.

"As it is only half the bulk it formerly was, they have found it more convenient to handle. The smaller number of pages allows them to locate items more quickly. And by showing sometimes twice as many items on two facing pages as we used to, we enable merchants to compare related lines more easily, and to select their needs from a certain section with greater facility.

"Three things that the catalogue reader wants are compactness, simplicity and accessibility. The changes in our catalogue have practically all been made with one or another of these aims in view."

### C. R. Gray Now Directing Blabon Advertising

Coleman R. Gray is now associated with The George W. Blabon Company, Philadelphia, linoleum manufacturer, which has appointed him director of advertising and trade promotion. He was formerly advertising manager of Scruggs-Vandervoort-Barney, St. Louis, and J. N. Adam & Company, Buffalo.

### E. S. Ridgway to Direct Sales of Thor Appliances

E. S. Ridgway, formerly vice-president and general manager of the Utensils Company, Fort Wayne, Ind., has been appointed general sales manager of the Electric Household Utilities Corporation, Chicago, formerly the Hurley Machine Company. Mr. Ridgway will have complete charge of the sale of Thor electric washers, ironers and vacuum cleaners, and his appointment is part of the campaign of sales expansion.

### Kampkook Account to St. Paul Agency

The American Gas Machine Company, Albert Lea, Minn., has appointed the Greve Advertising Agency, Inc., St. Paul, Minn., to direct its advertising account. This appointment becomes effective September 1. Magazines, farm papers and business papers will be used to advertise the products of this company which include Kampkook stoves, Ready-Lite lamps and lanterns and Kitchenkook stoves.

### V. H. Hanson, Sole Owner, Montgomery "Advertiser"

Victor H. Hanson, publisher of the Montgomery, Ala., *Advertiser*, and who has had a three quarter interest in that paper since 1923, has become sole owner by purchasing the interest of W. T. Sheehan. The latter has retired as editor of the *Advertiser*.

### Sherwin-Williams Appoints Henri, Hurst & McDonald

The Sherwin-Williams Company, Cleveland, manufacturer of "Cover the Earth" paints and varnishes, has appointed Henri, Hurst & McDonald, Chicago advertising agency, to direct its advertising account.

### Has Robert Reis Account

Robert Reis & Company, New York, manufacturers and distributors of Reis underwear, hosiery, sweaters, etc., have appointed Erwin, Wasey & Company, New York advertising agency, to direct their advertising account.

### Arthur Roeder, Vice-President, American Linseed

Arthur Roeder, formerly president of the United States Radium Corporation, New York, has been elected executive vice president of the American Linseed Company, also of New York.

### Ground Gripper Shoe Account for Newark Agency

The Ground Gripper Shoe Company, Boston, has appointed the Scheck Advertising Agency, Inc., Newark, N. J., to direct its advertising account.

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*More Than One Half Million Wisconsin Readers Every Day*

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# Selling 65% of All Toilet Soap Users--

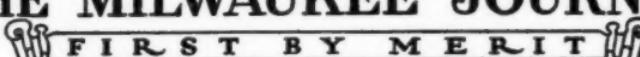
**G**REATER Milwaukee's 600,000 people bought nearly ten million bars of toilet soap in 1925, according to the 1926 Consumer Analysis of this market.

Sixty-five per cent of all toilet soap users bought the four leading newspaper-advertised brands. Three of these brands used The Milwaukee Journal exclusively. The fourth brand invested seven times as much money in The Journal as in *all other Milwaukee papers combined!*

The other 35 per cent of the total toilet soap users last year divided their preference among 92 brands, most of which were unadvertised.

To reach practically *all* of your prospective customers in the rich Milwaukee-Wisconsin market, you, too, need only *one* paper---

**THE MILWAUKEE JOURNAL**

 **FIRST BY MERIT**

---

*Read by More Than Four Out of Five Milwaukee Families*

---

# Cherchez La



## THE CHICAGO DA

First in

Chica

Advertising  
Representatives:

NEW YORK  
J. B. Woodward  
110 E. 42d St.

DETROIT  
Woodward & Kelly  
Fine Arts Building

# Femme~ It pays in advertising

**C**ONCERNED in the making of almost every sale is—proverbially—a woman, or her influence.

Advertisers wisely "look for the woman," susceptible as she is to the art of advertising—and keen as her interest is in her evening paper.

Therefore the advertising of Armour & Company's Dôna Castile, placed by the John H. Dunham Company, appears in The Chicago Daily News. The present schedule calls for space of more than ten thousand agate lines to be used within ten weeks.

Because it effectively reaches the men and women of Chicago who buy most through advertising, The Daily News publishes more display advertising than any other Chicago daily newspaper.

## DAILY NEWS

Chicago

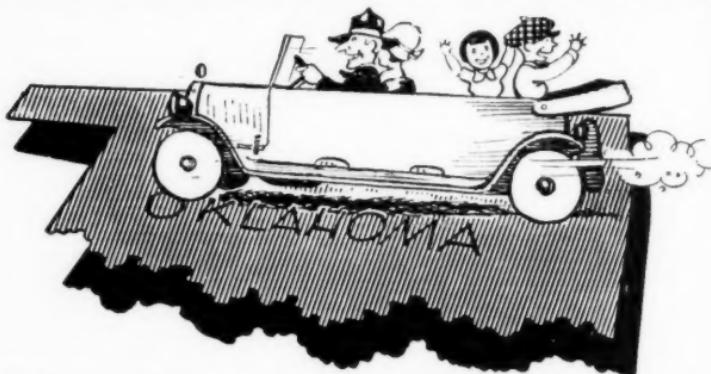
### CHICAGO

Woodward & Kelly  
360 N. Michigan Ave.

### SAN FRANCISCO

C. Geo. Krogness  
353 First National  
Bank Bldg.

# The Farmer and His Car!



## “Oklahoma ranks Fifth in percent of farm owned autos

THESE figures on the number of farm owned motor cars in the ten biggest agricultural states once more give proof of the tremendous buying power controlled by Oklahoma farmers. More than 31% of all Oklahoma autos are farm owned. This shows what an important part of the automobile business is carried on through Oklahoma's farm trade channels. And, with many millions of dollars now coming to Oklahoma farmers from the 1926 wheat crop, manufacturers are offered better sales opportunities than ever before. Only through the Oklahoma Farmer - Stockman, Oklahoma's *one* farm paper, can you reach and influence Oklahoma farmers!

State	Total Autos	Farm Autos	Per Cent on Farms
Iowa . . .	605,745	206,809	34
Wisconsin . .	509,946	172,852	33.8
Minnesota . .	511,108	163,612	32
Mississippi . .	154,743	49,560	32
Oklahoma . .	403,170	128,700	31.9
Texas . . .	817,765	242,602	29.6
North Carolina . .	343,115	96,425	28
Illinois . . .	1,046,089	202,475	19.3
New York . .	1,342,744	162,760	12
California . .	1,244,481	138,133	11

Carl Williams  
Editor

Ralph Miller  
Ad. Mgr.

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

# We Increased Our Dealer List from 876 to 9,000

And We Also Succeeded in Cutting Down Price Cutting

By Wm. A. Bandler

Vice-President and General Sales Manager, L. Needles-Brooker Co.

WHEN we acquired the license to make shirts from Fruit of the Loom cloth in 1923, we found ourselves with a quality product the merits of which had been known since 1843.

Our problem was the successful manufacture and sale of shirts made from this fabric. At the end of the first year, sales had reached a satisfactory total, despite the lack of a selling organization. Our experience had proved, moreover, that the regular run of Fruit of the Loom fabric was not in all respects perfectly adapted to the manufacture of the most satisfactory type of shirt. Accordingly, our company worked out with the mills a special treatment and finish for this material.

In the spring of 1924, then, we found ourselves with the basic material for turning out a quality article. At that time, we had 876 accounts, of which less than 500 were really substantial. Our situation showed two main courses which we could follow.

We could continue to seek for a high-grade market with a high-quality article distributed through comparatively few outlets. Second, because our license required a certain minimum standard of production with Fruit of the Loom fabric and because we wanted to turn out an article of merit, we could try to find some way to popularize our

shirts with all classes of the general public.

We determined to take the second course.

In this age, standardization has a great appeal, as has one price. Those facts gave us a start. We

*Needles* FRUIT OF THE LOOM *Shirts*



MADE IN THE U.S.A.

\$2.00  
with collar \$2.50



These shirts are Guaranteed  
just color; Guaranteed  
for satisfactory wear!

YOU'LL find business, money-making, long wear, and a fine fit THE LORING SHIRT. You'll be equally pleased by the rich colors of the NEEDLES SHIRT, the fine quality of material and finish; and the skillful workmanship of L. NEEDLES & CO., makers of notable fine garments since 1843.

Unique Quarantine

A new idea will prevent the garment dealer that carries NEEDLES SHIRTS from getting the LORING SHIRT idea on him—dealing mainly in any shirt fabric. The LORING SHIRT is a good shirt and should not wear to your store satisfaction. The NEEDLES SHIRT is a shirt that is guaranteed to give a lifetime of perfect satisfaction.

Business men OF 1925—NEEDLES SHIRTS are just as popular and as good as ever. You can't afford to let the LORING SHIRT idea get into your store. It is a good shirt and should not wear to your store satisfaction. The NEEDLES SHIRT is a shirt that is guaranteed to give a lifetime of perfect satisfaction.

Business men OF 1925—NEEDLES SHIRTS are just as popular and as good as ever. You can't afford to let the LORING SHIRT idea get into your store. It is a good shirt and should not wear to your store satisfaction. The NEEDLES SHIRT is a shirt that is guaranteed to give a lifetime of perfect satisfaction.

Use this card now and get our catalog.

with collar, in so wide a variety of patterns and sizes, that within this price range any retailer could concentrate exclusively on our product.

We then increased our sales organization and went into national advertising. The result was that whereas we started the spring of 1924 with 876 accounts and six salesmen, by January 1, 1926, we had more than 9,000 active retailers behind us, and a sales force of forty-four salesmen who cover every State in the country, some of them traveling in automobiles and visiting their customers as often as six times a year. Today, in every big city of the United States, we have at least one of the best stores in that city not only selling our shirts, but also advertising and featuring them.

#### A BROAD GUARANTEE

We took to the haberdasher or department store executive a shirting material bearing a famous name. We also took to him the Needles name, which was twenty-five years old. These gave us an entree. Then, we offered the dealer a very broad guarantee which he could pass on to his customer. We guaranteed to replace any shirt that drew any complaint whatsoever. This was an exceptionally broad warranty, of course, but we were confident of the product. Actually, one store reports having sold 1,800 dozen shirts in 1925 with only two returns, one of them justified. Replacements were made in both instances.

With this entree into the retail store, we proceeded to sell the one-price idea. We pointed out what our manufacturing concentration meant to the merchant and to the customer. By producing the same fabric year after year and offering up-to-date but not radical patterns, a man from Boston could be sure, when he visited San Francisco for instance, that the Needles shirt he bought in the strange city would be exactly the same as that which he was accustomed to buy at home. At home, too, he could be always sure of the same satisfaction from new shirts that he had had from his old ones.

Twelve months in the year, according to our plan, our shirts would sell for exactly the same price. There would be no cut prices and no sales.

This upholding of price naturally presented a problem, but it bothered us less, I venture, than it does many other manufacturers. From the start, we determined that our success in popularizing our product depended upon the consistent upholding of the \$2 and \$2.50 selling price. We did our part to make it easy for the dealer to refrain from cutting by refusing to put out extreme novelties that would remain unsold at the end of the dealer's season and that would force him to slash prices in order to move them.

Also, we produced a large reserve stock in sizes running from the extreme  $13\frac{1}{2}$  to the extreme 20, a stock as large as original orders, so that the dealer might reorder at any time on the basis of a twenty-four-hour service. We featured this quick delivery, and it was an excellent selling point.

Besides offering facilities for easy purchase to refill stocks, so that dealers need never buy more at any one time than they could be sure to dispose of, we made it a point never to ship the new season's patterns before a specified date. That is, stocks of new patterns for the fall season would in no case be sent out so early that they would tempt the dealer to put them in his windows or on his counters before the opening of the new season. We scheduled shipping so that the new styles reached all dealers at practically the same time. And if a store wanted a new supply of shirts for mid-season, it had to reorder from the regular stock in the prevailing patterns.

So much for what we ourselves did to remove the price-cutting temptation. To the dealer, we explained that because of our production and selling methods we never had close-outs. We pointed out that because we standardized on fabric and put out no extreme patterns, our stock was always up-to-date. Therefore, there would never

be any need for him to hold special sales. Needles Fruit of the Loom shirts would sell fast enough and in quantities large enough to enable the dealer to take a steady, regular mark-up.

Most of our merchants appreciated these arguments, and the steady sale of our product kept them contentedly selling at one price with even no semi-annual or annual sales. Now and then, however, a sale did crop up, but a letter or a personal visit asking the dealer to co-operate with us and with the other merchants in his town rarely failed to gain his good-will and co-operation.

#### A DEALER SEES THE LIGHT

Sometimes it was necessary to wait a long time for the merchant to see the point. In one case, a friend of mine who was buyer for a large store began to sell our shirts for \$1.97. My attention was called to this and I went to see him. After explaining that competitors would begin to cut prices if he dropped from the one price, I got the answer that he could do nothing to change the \$1.97 tag for the reason that it was a house policy to sell all \$2 goods at \$1.97 at all times.

The conversation ended with a request for him to change the price to the regular one or to send the shirts back. He returned the merchandise. Two years later, which was a few weeks ago, this buyer came into our office.

"I think for fall I'll buy Needles Fruit of the Loom shirts," he announced. "I have the store's okay to sell at the \$2 price."

Such a stable condition was brought about, of course, chiefly through the popularity of the product. And this public acceptance of our product was due to advertising backed by intrinsic merit. There is no question about our bigger business being the result of telling the public, through advertising, about Needles shirts. The permanency of the business is due to quality, but the interest of the consumer and of the dealer is due to advertising.

Right from the start of our one-price idea, we set about telling the

consumer about it. This was done at first through folders mailed from the store. About two million were sent out, and they were furnished free to dealers, the only cost to them being a charge of \$1.50 per thousand for imprinting the store name. Using these folders, one store, which bought sixty-five dozen shirts, sold fifty-four dozen in two weeks through the mailing pieces.

The folders we used were small, four-page pieces printed in colors to show twelve different shirt patterns. A swatch of actual Fruit of the Loom fabric was attached inside, and one page of type told the prospective customer about the merchant's stock of Needles Fruit of the Loom shirts, their price and guarantee.

Our national advertising started in October, 1924, and it was based arbitrarily on the amount of money we felt we could afford to spend for such advertising at the time. We had no statistical background to draw on, but we judged pretty well. We began with quarter-pages twice a month in a weekly publication in the general field. Today, we are using full pages in the same medium, running nine insertions in 1926.

How effective this has been, backed by dealer windows and local advertising, is concretely shown in the case of a Cleveland store. In the spring of 1924, when we were just starting out and the mail folders were the sole advertising, this store sold sixty-two dozen shirts in the first two months. After two years of our national advertising, the same store in 1926 sold 185 dozen shirts during the first ten days after mailing the folder.

We have gone in for rather elaborate window cards in which Fruit of the Loom fabric is the background. Thus, when the figures of men are painted over the cloth, the actual fabric and pattern form the shirts that the figures wear. Posters, too, have attracted attention. One store enlarged a poster to life-size, and when the store was finished with it, we took it to send around over the country for a week's display in certain stores

as a sort of special event. All of this material tied up closely with our national illustrations.

Further to stimulate dealer co-operation, we held a prize contest for our salesmen last October, November and December, when we offered a monthly prize of \$25, to be paid to the salesman who sent to us each month the greatest number of newspaper advertisements actually run by his customers in which our shirts were featured.

I am sure that the possibilities of popularizing a meritorious article have not been more than touched. Certainly they have not in our field. There are but few limits, I feel, for the quality product which is featured to the public in an intelligent way, and whose selling and advertising are kept on a high plane both by the manufacturer and the merchant.

### California Fruit Growers Appoint E. P. Jamson

E. Percy Jamson has joined the California Fruit Growers' Exchange, San Dimas, Calif., as sales manager of the products department. He was formerly manager of Eastern sales of the Aunt Jemima Mills Company, St. Joseph, Mo., with which he had been for nine years.

### J. V. Long Joins Pittsburgh Agency

J. V. Long, formerly head of Long and Murdock, West Palm Beach, Fla., advertising, has joined The Farrar Advertising Company, Pittsburgh, Pa. At one time he was advertising manager of the Philadelphia Company and Affiliated Corporations, Pittsburgh.

### W. S. Forgey Joins Mont- gomery Ward

William Stark Forgey, of the agency sales service department of the General Outdoor Advertising Company, at Chicago, has joined Montgomery Ward & Company, of that city, as manager of its editorial department.

### W. M. Findlay Leaves McKim Agency

William M. Findlay associated as a partner with A. McKim, Ltd., Montreal advertising agency, has withdrawn from the above company.

### Buys Tampa "Tribune"

The Tampa, Fla., *Telegraph* has purchased the *Tampa Morning Tribune*. The latter paper will be discontinued.

### Fall Campaign for City of Miami

On September 1 a community advertising campaign will be started by the City of Miami, Fla. The campaign will continue throughout the year, during which time \$1,000,000 will be expended, according to Fred L. Weede, director of publicity for the Miami Chamber of Commerce. The money will be raised by a property tax levy of two mills per dollar valuation. Mr. Weede, who will direct the expenditure of the advertising fund, was formerly vice-president and general manager of the Erie, Pa., *Herald*. The Dorland Advertising Agency will handle the national advertising.

### McGraw-Hill Appointments

Louis D. Waldron, of the McGraw-Hill Publishing Company, New York, has been appointed general manager of the Eastern district with headquarters at Philadelphia. David Beard has been made assistant to Mr. Waldron.

Harold W. McGraw is now general manager of the Atlantic district, with offices at New York. His assistant will be David Cameron. Robert A. Balzari has been appointed marketing counselor of the Atlantic district.

Raycroft Walsh will head the work of extending statistical and industrial marketing co-operation to banks, trust companies and investment houses.

### P. N. Calvert Heads Cleveland Lithographer

P. N. Calvert has been elected president and treasurer of the Reserve Lithograph & Printing Company, Cleveland, in the reorganization which has taken place following the recent death of its president, E. M. Rose.

L. C. Dawson was made first vice-president; L. E. Gavin, second vice-president and sales manager; W. J. Petty, secretary, and J. F. Rutland, service manager.

### Ralph Van Vechten Heads Chicago Bank

Ralph Van Vechten, for many years senior vice-president and a director of the Continental and Commercial National Bank, Chicago, has resigned those positions to become president of the State Bank of Chicago. His election becomes effective immediately. Mr. Van Vechten is a frequent contributor to the *PRINTERS' INK* Publications.

### Community Account for Caples Agency

The Lakeland, Fla., Chamber of Commerce has appointed the Tampa, Fla., office of The Caples Company, advertising agency, to direct its advertising. During the early fall months it is planned to spend \$40,000 in northern and national publications.



## 5 Times the capacity of the World's Greatest Stadium!

Philadelphia's great new Stadium, built for the Sesqui-Centennial Exposition, accommodates 100,000 spectators. Every evening The Bulletin reaches more than *five times* that many homes in and about Philadelphia.

**T**HAT'S only part of The Bulletin's circulation story.

There are about 550,000 separate dwellings in the Philadelphia-Camden retail trading area.

According to U. S. Census figures 5.4 persons comprise the average family. 3,300,000 people live in this section.

Thus it is plain that The Bulletin goes daily into nearly every home in America's third largest market, where "nearly everybody reads The Bulletin."

Not only does The Bulletin "dominate Philadelphia," but its circulation is larger than that of any other Philadelphia newspaper, and is the third largest in the United States.

By advertising in The Bulletin you can "cover Philadelphia at one cost."

*Net Paid Daily Circulation for Six Months  
Ending March 31, 1926, 533,169 Copies*

# The Evening Bulletin.

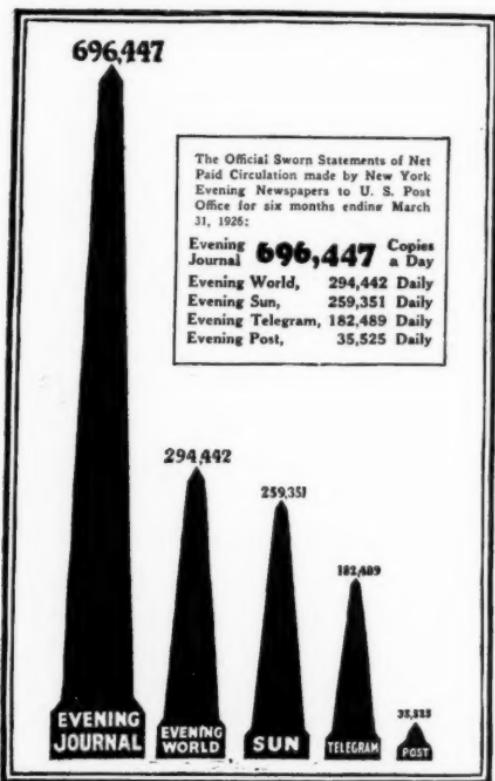
PHILADELPHIA

(Copyright 1926—Bulletin Company)

# *The LARGEST Quantity of QUALITY Circulation*

*going into the homes of  
the world's richest market*

The nine million men, women and children within fifty miles of New York have a greater earning, purchasing and spending power than all the inhabitants of Chicago, Philadelphia, Detroit, Cleveland, St. Louis and Boston.



Every day an average of 696,447 people buy the New York Evening Journal — 3c daily, 5c Saturdays — and take it home where it is read by over 2,000,000 men, women and children.

*Profit by the Proven Experience  
of Advertisers in the*  
**NEW YORK EVENING JOURNAL**

Quality in any newspaper's circulation is represented by the purchasing power of its readers.

Merchants in every major line of retail business invest more money in the Evening Journal than in any other New York newspaper—because its readers have the money to spend and experience has proven this newspaper produces the most profitable results.

For 27 consecutive years the New York Evening Journal has had the largest evening circulation in America and for 12 consecutive years has led all New York evening newspapers in volume of advertising printed.

Nothing takes the place of circulation. And the New York Evening Journal, with its commanding circulation in the fifty-mile area comprising Metropolitan New York, holds a unique and unassailable position as the key to this great market.

**CIRCULATION FOR SIX MONTHS ENDING  
MARCH 31st, 696,447 DAILY, NET PAID**

**NEW YORK  
EVENING JOURNAL**

*America's largest evening newspaper circulation  
... and at 3c a copy daily, 5c Saturdays*

*New York Office: 2 COLUMBUS CIRCLE, New York City*

*Chicago Office*

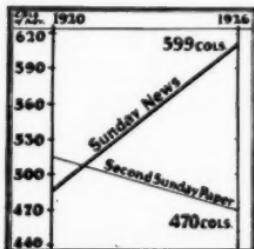
913 Hearst Building, Chicago, Ill.

*Detroit Office*

General Motors Bldg., Detroit, Mich.

# The Advertising Trend in Detroit

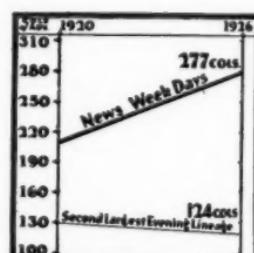
*A Comparison Both Weekdays and Sundays Between May, 1926, and May, 1920, Reveals Increasing Leadership of The Detroit News*



ums. The significance of the relative rise and decline of the two newspapers should not be overlooked by those advertisers who are now planning their fall campaigns. The Sunday News has the greatest circulation in Michigan and is constantly offering advertisers a better "buy" through increasing circulation.

The weekday issues of The Detroit News likewise show a marked increase of 75 columns average advertising per issue between May, 1920, and May, 1926, the present second evening paper carrying less space in May, 1926, than Detroit's second paper carried in 1920. And it must be remembered that The Detroit News has consistently published more advertising than both other Detroit papers combined for years.

Temporary fluctuations in advertising and short term comparisons offer little guide to the space buyer, but a record of accomplishment covering six years will give any user of advertising food for reflection. The chart opposite shows how The Detroit Sunday News by May, 1926, had increased its average 108 columns as compared with May, 1920, while the second Sunday medium during the same period decreased 55 col-



## The Detroit News

Detroit's HOME Newspaper

335,000 Sunday, 320,000 Week Day Circulation.

# What a Wholesaler Thinks of Free Goods Deals

Manufacturers Will Find Plenty to Muse Over in This Explanation of a Prominent Drug Wholesaler's Views on an Important Subject

By Robert R. Ellis

President, Hessig-Ellis Drug Company, Vice-President, Chamber of Commerce of the United States

ANY discussion of the much-abused practice commonly classed as "free goods propositions" must be approached with an open mind, for there are three factors who are interested in the practice—manufacturer, wholesaler and retailer. Since I am engaged in the wholesale drug business it very naturally follows that the case of the wholesaler will be presented in this

time, the wholesaler or distributor is the factor between manufacturer and retailer and consequently he understands the reactions of both as well as his own in the discussion of free goods practices.

Undoubtedly, free goods are attractive and offer an additional profit to the retailer, especially when they are offered as a bonus for buying a reasonable quantity. A "reasonable quantity" is the amount of goods the retailer can dispose of in a given time so as not to slow down the rate of turnover characteristic to his type of business. Any inducement, either by way of free goods or extra discount, that causes the retailer abnormally to slow down his general turnover is a bad practice and here is where the free goods practice is abused.

Take the case of a retail drug-

gist who should have a turnover of six times per year, although the general average for drug stores is about four and one-half. A manufacturer's salesman approaches this retailer with a "deal" accompanied by a free goods bonus that looks attractive. An intelligent retailer, however, will probably see that this is a six-months supply of that particular item and it would be bad business for him to buy it, regardless of the inducements, for it would slow down his turnover on that particular item, thereby bringing down the coverage turnover for his whole store if he bought many

of the same kind of deals.

Unfortunately, many retailers are short on arithmetic and manufacturers and wholesalers owe them protection. In other words, it is distinctly up to the manufacturer and wholesaler to protect the retailer by making free deal offers which are tempered with sound reasoning.

There is a great tendency to over-sell the retailer through free goods deals and by over-selling him hurt the principles and practices of good business. By buying any particular item too heavily, the retailer ties up his capital and his carrying charges will more than consume the prospective

profit that the free goods allow him. In tying up too much of his capital in excess stock, which generally consists of "deals" that he has purchased because of the inducement, the retailer very often gets into serious trouble, financially. Whenever this occurs, the manufacturer and all units of distribution are hurt.

This is not intended to serve as an indictment against the policy of free goods but it is an attempt to show the abuse of the practice. Free goods deals in the right proportion and based on reasonable quantities are helpful to the manufacturer in increasing his volume but the quantity should be right and based fairly on the ability of the retailer to sell the goods in his normal turnover period.

Every intelligent manufacturer realizes that his job is not complete and his sale not a satisfactory transaction until the goods are in the hands of the consumer and every necessary channel of distribution has been fairly treated and all of these units are cooperating to see that the sale and the consumption go on uninterruptedly. The manufacturer, very naturally, wants the retailer to have enough of his goods on hand to insure the retailer's interest in disposing of the goods and at the same time have enough goods on hand to display them to his trade. Really, a free goods deal should consist of a "display quantity"; one free with each dozen. However, if the demand is known to exceed this quantity, the free goods offer quantities could be larger provided it does not interfere with the retailer's normal turnover.

There is no question that the judicious free goods deal, intelligently conceived and put out to the trade based more or less on what has been stated above, will stimulate the sale of that particular item. By increasing the sale of the item, the volume of the manufacturer, wholesaler, and retailer is increased, and that is good business.

In reality, a free goods deal should simply be a bonus paid to

the retailer for buying in display quantities and for buying enough to make it certain that he will always have enough on hand so that he is interested in getting his money out of the item, which means that he will make special efforts to push the line. There is nothing fundamentally wrong with a bonus offered to accomplish these purposes.

This brings us to another angle of the subject; namely, in practice the retailer prefers free goods to a discount. The free goods deal looks more attractive to the retailer inasmuch as it represents actual cash through the sale of the free goods at retail. As an example, take an item costing the retailer \$4 a dozen and retailing at fifty cents with a free goods bonus of one free with a dozen. The retailer sees fifty cents additional profit on the sale of this dozen whereas if he were offered a 5 per cent discount on this dozen he would receive only 20 cents or even if the discount were 10 per cent he would only receive forty cents—so that the free goods look bigger to him and are bigger granting that the free goods are readily salable.

On the other hand, it is usually more economical for the manufacturer to give the retailer a bonus in free goods than in discounts. The free goods cost the manufacturer only his manufacturing cost, whereas a discount represents an amount based on the discount offered from the selling price. In brief, one represents a bonus based on the cost price of the goods and the other represents a bonus based on the selling price.

#### JOBBERS FAVOR FREE DEALS

Wholesalers, in general, are favorable to free goods deals provided the free goods are shipped to the wholesaler in proportion to his entire purchase of that item. This is logical when we consider the function of the wholesaler in the distribution of free goods. Charging back free goods to the manufacturer, even at list price, is unsatisfactory. It involves increased clerical work on small

# 4 Facts *worth remembering:*

1. The News *alone* in Indianapolis can give an advertiser more circulation within the city carrier delivery limits (1 copy to each 4.3 persons) than both other Indianapolis daily newspapers *combined* (1 copy to each 4.34 persons).
2. In the city and suburban areas (as defined by the A. B. C.) The News circulates one copy daily to each 7.5 persons. This is greater coverage than the second daily paper gives in the city alone (1 to 8 persons).
3. For many years advertisers have annually invested more dollars in the six issues a week of The News than in the thirteen issues a week of both other Indianapolis newspapers, daily and Sunday, *combined*.
4. In the last three months of 1925 and the first four months of 1926, The News surpassed all its own, and all other local records, for national advertising lineage. *Increasing leadership!*

## The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

New York  
Dan A. Carroll  
110 East 42nd St.

Chicago  
J. E. Lutz  
The Tower Bldg.

amounts including invoices sent to manufacturers for the free goods delivered, various entries, as well as increasing the wholesaler's cost of handling the transaction over and above his profit on the free goods. Again, there is always the danger of failing to charge back to the manufacturer because it is an unusual transaction and it is a known fact that the wholesalers lose considerable sums because they fail to charge back free goods to the manufacturer. The wholesaler would like to have every manufacturer ship free goods in accordance with his "deal" with the goods ordered from the manufacturer. The wholesaler is always willing to recognize the manufacturer's deal and to ship free goods with his retail customer's order in accordance with the deal in effect.

In the event of the retailer ordering less than the deal quantity, the free goods allow the wholesaler a reserve which compensates him more or less for handling the free goods merchandise and this is fair. Again, the wholesaler might be willing to have the manufacturer ship free goods direct to the retailer but this would entail the wholesaler's advising the manufacturer of the customer who had purchased the deal and what amount and would mean additional expense to the wholesaler without compensation. It all resolves itself back to the fact that the most satisfactory way for the wholesaler to handle free goods is for the manufacturer to ship the free goods in proportion to the wholesaler's purchases.

The trinity represented by manufacturer, wholesaler and retailer, should deal with legitimate, recognized, honest firms and individuals. A fair price should be paid for known and established merchandise and we all should look to our profits by making a proper marginal mark-up based upon the price paid under such conditions as against the sale price. Marginal mark-up should take care of the normal expense plus a commensurate and reasonable profit for the producer or owner

and each necessary distributor thereof.

Bad practices and irregular discounts were born in the time of barter and trade. Those days are gone. Less attention is paid to hard trading, cheap buying and chicanery and more time is being devoted to the selling of quality merchandise that brings a legitimate profit on each turn and to rendering a personal service. That should be the basis of competition and no free deals, discounts or irregular practices should be allowed to disturb these conditions.

### Changes on Staff of "Successful Farming"

R. T. Bard and Luke E. Miller have joined the advertising staff of *Successful Farming*, Des Moines, Iowa. Mr. Bard will work in the Cleveland territory and Mr. Miller in the Detroit territory.

M. S. Moore, who has been covering the Cleveland territory, has been transferred to the Southern Ohio, Cincinnati and Columbus district.

### L. V. Eyttinge Appointed by R. L. Polk & Company

Louis Victor Eyttinge, formerly with James F. Newcomb & Company, New York, has been placed in charge of a new creative service department of R. L. Polk & Company, Inc., publisher of the "New York City Directory." Associated with Mr. Eyttinge in the new department will be A. R. Forbush and H. S. Goldsmith.

### C. F. Kern Takes Over Kleinman Agency

C. F. Kern, who has been manager for the last four years of the Kleinman Advertising Agency, Philadelphia, has started an advertising business at that city under the name of the C. F. Kern Advertising Agency. Mr. Kern will continue the organization of the late Mr. Kleinman.

### Missouri Papers Appoint S. C. Theis

The *Fulton Gazette*, the *Excelsior Springs Standard*, and the *Trenton Times*, all of Missouri, have appointed the S. C. Theis Company, publishers' representative, as their national advertising representative.

H. A. Schule, formerly with the Caslon Press, Toledo, Ohio, has been appointed sales manager of the Graphic Arts Corporation, of that city.

You Should Read These Articles  
in the August

# VANITY FAIR

**"The Strike That Failed"—by Phillip Guedalla**  
The real story behind the British general strike.

**"Our Debt to Hollywood"—by Aldous Huxley**  
The effect of American movies on the Oriental mind.

**"The Peril of Narcotics"—by Hon. W. F. Lineberger**  
An illuminating discussion of the drug situation.

**"The Americans at Muirfield"—by Bernard Darwin**  
A celebrated English expert appraises our golfers.

**"Guiding Your Partner at Bridge"—by R. F. Foster**  
A helpful installment of our monthly feature.

# VANITY FAIR

*One of the Condé Nast Group  
All members of the Audit Bureau of Circulations*

# Business Boston



*Business Boston is a wheel—not merely a hub.*



H

A  
Geo

250

114 Pa

# on 40 cities in one!

Boston is only one borough of a larger city—*Business Boston*. The census figures give Boston proper a population of 779,620, but *Business Boston* has a population of nearly two million!

For “*Business Boston*”—the Boston of the national advertiser—comprises all that great, populous trading area within a radius of fifteen miles of the center of Boston. That section shown on the map on the opposite page is *Business Boston*. It contains 40 separate towns and municipalities that do not appear on official maps nor in the census as Boston, but which *are* Boston, nonetheless.

Beyond these, yet still within an hour's ride of the center of town, live a full million more!

### *A Divided Market*

But there is one peculiarity of the Boston market which every national advertiser should know. Boston is a *divided* market. It is split into two great population groups, different in taste, tradition, sentiment and origin.

And this division is so sharp that *no one newspaper can successfully appeal to both!*

Of the four major newspapers in Boston, the *Herald-Traveller* alone appeals to the more important and more prosperous of these great groups.

Thus to cover Boston adequately you must use the *Herald-Traveller* and at least one of the other papers.

Let us tell you more about this peculiar Boston situation. A request on your business stationery will bring the booklet, “*Business Boston*” promptly.

## BOSTON HERALD-TRAVELER

Advertising Representative  
George A. McDevitt Company  
250 Park Ave., New York, N. Y.  
114 Peoples Gas Bldg., Chicago, Ill.

For five years the *Herald-Traveller* has  
been first in National Advertising,  
including all financial advertising,  
among Boston daily newspapers.

## “Reaching the Older Generation Through the Younger One”

So runs the title of an interesting article in a recent issue of “Sales Management.”

It is another indication of a definite trend in advertising—selling the parents through the interest of the child.

We have created some interesting examples of how the children may be added to your sales force.

Write or telephone for samples.

## Charles Francis Press

461 Eighth Avenue      Telephone Lackawanna 4300

Printing Crafts Building, New York

# New Selling Ideas for the "Talked-Out" Product

A Gasoline Company Discovers Something Else to Say Besides "More Power," "More Pep" and the Other Usual Talking Points

By C. W. Chandler

General Manager, Olympic Calpet Refining Company

**D**ISTRIBUTING free samples as an advertising stunt to increase the demand among consumers, is a well-known practice, and in many instances, a good one. But why not permit the public to buy the sample?

I do not put this question solely with an eye toward stretching the advertising budget, but as a merchandising principle. The late

thought in mind of making a nominal charge to the public, the problem arises of making the sample serve a worth-while purpose, so that the people will want it and pay for it. It can be done. We have done it with marked success with gasoline—at first thought, hardly a suitable product for sample package distribution.

Sample package merchandising is not new. We all know of the national success that has been made with the five-cent counter package of Sun-Maid raisins. The plan of small unit distribution, to put across the big idea, either for the product or trade name, has proved to be good merchandising.

Thoughts such as these occurred to us, as we considered the distribution and sales problem of our products, when we established our refining plant at Seattle last January. The result was that we decided to sell gasoline by the quart!

Gasoline is mostly sold in bulk. Therefore, package or wrapper advertising has played only a negligible part in establishing consumer good-will. Refineries have been compelled to depend almost wholly on publication and outdoor advertising to exploit the product. Most of this copy is a credit to the technical expertise of copy writers and artists; but when all is said and done, it is a difficult matter to inject any distinctive arguments in favor of one gasoline as compared to another. "More miles to the gallon," "More Pep," and so on, have become trite and don't mean a great deal to consumers. However, the fascination of the public for a *name* is never old. I won't burden the reader with examples.

In any event, we cast about for a new appeal to get our name be-



THE PACKAGE IDEA IS MADE AN IMPORTANT SALES ARGUMENT

Andrew Carnegie realized the importance of making the recipients of his donations go at least fifty-fifty, in order that they would fully appreciate his contribution. Getting something for nothing is not conducive to the greatest appreciation.

However, when considering the distribution of samples, with the

fore the people. The plan we finally developed was extremely simple. Olympic gasoline was put up in one-quart containers, which we called the "Reserve Quart." The appeal is simply and briefly set forth in one of our advertisements announcing the new service. This piece of copy read: "You Can Never Tell—You May Run Out of Gas. When you're way out beyond the hills—not even a Ford in sight—swearing because you've run out of gas—then you'll remember that Olympic Reserve in the tool box, door pocket, or under the cushions! You'll fairly kiss it, 'twill be so welcome. Fifteen cents? Boy!—It's well worth a five-spot when you run out of gas. Have 'em handy! Sold by all Olympic dealers."

The results in this instance far exceeded our expectations. Motorists literally gobbled up the first supply to dealers, almost before the newspaper announcements introduced it.

The advertising aspects of the venture are many. Its newness as a method of merchandising gasoline causes a great deal of talk. It brings a great many customers to our dealers to get a supply of Reserve Quarts, who otherwise, perhaps, would not go to this trouble. It broadens our markets; many druggists, corner grocery men have called by telephone asking us for a supply of Reserve Quarts, in order to serve motorists in an emergency. Live-wire dealers report that sales of the Reserve Quart afford them the opportunity of conversing with their patrons, thus promoting further sales. But most important of all, the motorist carries the name "Olympic Gasoline" with him in his car. He is not allowed to forget it. We have taken advantage of package advertising in merchandising gasoline.

We spent a great deal of time designing an attractive wrapper for the can. We would not have put forth more effort if the package brought us \$1.50, instead of fifteen cents. We always had an eye toward the advertising value. Precautions were taken to have a corkless, hermetically sealed can

that could be used but once.

Equal care was used in the preparation of advertising copy, taking full advantage of the spectacular attention value possibilities of the announcement. We were bold and free, with a picture of the Reserve Quart holding the centre of attention, and a stroke of the artist's brush tying into the reader copy below. The copy was free and easy—in the vernacular of the road, with no attempt to be serious or formal in our presentation.

#### HUMOROUS COPY USED

In fact, we injected a little humor into the introduction of the venture, and carried it out in some of the copy. Before launching our campaign, we distributed about 100 Reserve Quarts to a representative group in Seattle, as a "feeler," so to speak. We wrapped the can in a circular, and on the outside pasted a label with the suggestive statement, "Put a Quart on Ice." We found that not only did the idea of a "Reserve Quart" find a quick response, but people were ready to enter into the lighter spirit of the thing.

This lighter vein was carried out in advertisements: "When you're out of gas—where are you? What a feeling! Yep! But dead easy, sure enough, with a Reserve on ice. Five, six, or seven more miles—the finest riding ever—instead of hot-footing around for a bucket of fuel. They're fifteen cents, that's all. So buy two or three and slip them 'neath the cushions. Remember—next time you tank-up with this record-making gas!"

Daily newspapers throughout the territory were used in the display advertising, and also poster panels. We started the campaign with fifty-six inch advertisements one each week for three weeks. Then we broke with a 108-inch advertisement, along with 195 poster panels, followed by three more fifty-six inch advertisements. The campaign lasted only two months.

The value of the newspaper advertising was not so much in moving the stock, for the Reserve Quart seems to need little exploitation, but it gave us a chance to talk about something in our ad-

# THE FALL UNIT

SEPTEMBER  
OCTOBER  
NOVEMBER

These three issues are of greatest interest to the woman-who-reads-Harper's Bazar\*..... it is with their aid that she plans her activities and her wardrobe for the coming season.

These three issues are of greatest value to the advertiser—together they span the Fall Buying Season.

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### September is the First Third of the Fall Unit

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*Early Fall Fashions; the opening of the Fall Buying Season, when your message for fall will be most effective*

*First forms close July 26th*

# Harper's Bazar

119 West 40th Street, New York City



*More than often, she is the key figure in her community. It is this circulation of influence which makes Harper's Bazar so valuable an ally to sellers of fashion merchandise.*

vertising besides "more miles to the gallon." It increased reader interest, by its very uniqueness, and contributed materially toward impressing on the consciousness of the public our trade name which, after all, is the big thing in merchandising such a standard product as gasoline.

The merits of the campaign are best judged by results. Though entering this field only a few months ago—January 15—our company has a larger independent dealer representation in the territory than any other company. This without an augmented sales staff, as compared to the number of salesmen used by other companies.

Another important point is that the dealers shared in the responsibility and expense of the project. They don't make a penny on selling the "packaged" gasoline. They recognize its advertising and good-will possibilities, and hence are willing to market the Reserve Quart without profit—and when we figure the time and trouble—at an actual expense to themselves.

Merchandising a trade name by actually selling a sample unit in an attractive package, to stimulate demand for the product, has been successfully accomplished with so prosaic an article as motor fuel. We wonder if enterprising sales managers cannot do likewise with other "impractical" products, even though the skeptics say "it can't be done."

### Wilton, Wis., "Herald" Sold

The Wilton, Wis., *Herald* has been sold by G. W. Garlock to J. W. Spradling, Bruce R. McCoy, R. F. McConnell and S. B. McCoy, who are all associated with the Sparta, Wis., *Herald*. National advertising of the Wilton *Herald* will be directed by the Sparta office of the Community Publishers' Company, of which the above men are members.

The Sparta *Herald* has been changed from a weekly to a semi-weekly publication.

### Made Editor of "Tackle"

Miss H. G. Holley has been appointed editor of "Tackle," house magazine of the Shakespeare Company, Kalamazoo, Mich., manufacturer of fishing tackle. She was formerly with the advertising department of the American Optical Company, Southbridge, Mass.

## Kansas City "Star" and "Times" Bring \$11,000,000

THE Kansas City *Star* and its morning edition, the *Kansas City Times*, were sold on July 12 for \$11,000,000 to a group of men headed by Irwin Kirkwood, A. F. Seested, and others associated with them in the present *Star* organization.

Mr. Kirkwood is the present editor of the *Star* and the son-in-law of the late Colonel William Rockhill Nelson, founder of that paper. Mr. Seested for years has been general manager of the *Star* and the *Times*.

Colonel Nelson died on April 13, 1915, age 74. His will provided that the two newspapers were to be sold to the highest and best bidder within two years after the death of his daughter, Laura Nelson Kirkwood. Mrs. Kirkwood died several months ago. His entire estate is to be used for an art foundation for the people of Kansas City.

Eight bids were made for the property. Among other bidders besides the *Star* organization were F. G. Bonfils, publisher of the *Denver Post*; W. S. Dickey, owner and editor of the *Kansas City Journal-Post*; Luke Lea, Nashville, Tenn., publisher and former United States Senator; Frank E. Gannett, publisher of the Rochester, N. Y., *Times-Union* and other newspapers, and Clyde M. Reed, former chairman of the Kansas Public Utilities Commission.

The terms of the successful bid are: "\$500,000 deposited with offer; \$2,000,000 on transfer of properties, and \$8,500,000 at 5 per cent, payable not less than \$675,000 per year in quarterly payments, said \$675,000 to include interest, all secured by mortgage on the property." The trustees of the newspaper estate, who had been in session since Friday, July 9, and who were appointed under the terms of Colonel Nelson's will, withheld announcement of the amounts offered by the unsuccessful bidders.

# 15,931 Dimes

**T**HE Spool Cotton Company published two 200 line advertisements in TRUE STORY last Fall and up to May 1st received 15,931 ten cent pieces for a book containing "one hundred different designs for dainty edgings and insertions."

In a letter to us this company said that the cost per return in TRUE STORY was about  $27\frac{1}{2}$  cents, and "*this is so much lower than the cost per return in other women's magazines which we use that we have planned to increase our schedule.*"

And yet this is not an extraordinary showing for TRUE STORY Magazine.

Many other advertisers tell us that they, too, find TRUE STORY the best paying medium on their list—usually advertisers whose product appeals to the home—to the housewife.

Indeed TRUE STORY shows a vitality of reader interest that we believe is unduplicated by any

other magazine in the world.

Whether this is due to the fact that TRUE STORY reaches a new market, "The Necessary Two Million+", or whether it is due to the fact that the readers of the magazine buy it voluntarily on the newsstands, giving us the largest newsstand sale in the world, we cannot say.

The fact remains that TRUE STORY brings unusual results.

# True Story

*"The Necessary Two Million+"*

**"GREATEST COVERAGE—LOWEST COST"**



*The Country Gentleman*  
carries more advertising lineage  
than the next THREE national  
farm papers together!

## HERE IS THE RECORD FOR MAY\*

*The Country Gentleman* 64,158

2nd Farm Paper . . . . .	25,555
3rd Farm Paper . . . . .	21,117
4th Farm Paper . . . . .	<u>15,794</u> 62,466
5th Farm Paper . . . . .	15,577
6th Farm Paper . . . . .	6,361

\*This statement was prepared before figures of Advertising Record Company were available. Some slight differences therefore may appear from this statement.

A page by page examination of the editorial content and the physical make-up of *The Country Gentleman* will make it very clear just why *The Country Gentleman* is the choice of so great a number of the leading advertisers of the country.

# *The* Country Gentleman

*The Modern Farm Paper*

*More than 1,200,000 a month*

**THE CURTIS PUBLISHING COMPANY**  
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

*Advertising Offices: Philadelphia, New York, Chicago  
Boston, San Francisco, Detroit, Cleveland*



**Newspapers  
basing their  
solicitations on  
coverage of "zones"  
far outside  
their local fields  
must leave  
the real covereded  
home territory  
to other media—  
the Detroit Times  
claims to do  
nothing more than  
*help* with another  
evening and another  
Sunday, to  
cover Greater Detroit  
area.**

# Nick the Mean—A Copy Slogan

An Answer to "Advertisers' Fright"

By S. K. Wilson

WHEN a man takes the floor to broadcast opinion which you've always sworn by—until you got into Advertising; when your own practice locks step with his theory until he sickens that theory on to Selling; when, in short, you're playing fair with nine-tenths of yourself when you're playing along with him—then it doesn't seem quite sporting to make that minority tenth vocal.

On the other hand, if you hold both an advertising job and a brief for the PRINTERS' INK kind of forum, then to step on what you must construe as error becomes a righteous mandate.

That Fear of Big Words chapter in Ray Giles's staving good article\* caused me to perform the dizziest volte-face of my somewhat rotary years as an advertising man. For, as you will have begun dimly to surmise, I am myself not untempted by the precious and the recondite word. Even have I been known to use big ones; and I have fulminated, like Mr. Giles, at the ubiquitous blue pencil which azures out every word that might befuddle his majesty the moron.

But now, ah, I am an apostate. Off big words for life—so help me all the monosyllables of Mnemosyne!

And the reason?

Well, Mr. Giles cites a list of jaw-breakers spilled by Arthur Brisbane, who is unquestionably read with approval by several morons. If polysyllables and exotic words in a proletarian editorial column, Mr. Giles implies, why not on the advertising page? But I submit that the analogy, though it has a taking glitter, is really pewter. For Mr. Brisbane is selling his audience something the cost of which is not computed in what they would call cash money.

Isn't that the nub of the matter?

\*"Advertisers' Fright," PRINTERS' INK, June 24, 1926.

Isn't that why, when his readers come to a word they don't understand, they glide over it without resentment—with indeed a pleasant titillation of the flattered mental fibre? But suppose he were selling a commodity or a service at a price in money—and the reader barged into "Nucleolus." The answer to that posit is, of course, that Mr. Brisbane wouldn't put it there. Mr. Brisbane is far too canny. Last man in the world to hypersyllabify an advertisement! Why? Because he knows that's bad selling, knows there are sound reasons why the fear of big words in advertisements is warrantable. May I set down four such reasons as they present themselves to me?

#### FOUR REASONS

First: When you're selling something by the printed word you've got to sell continuously and you've got to sell fast—and the first word you use that the prospect doesn't understand will probably be the last word he'll read. If, then, you just must get a big word out of your system, slap it in at the very end; although even there it will probably puncture your advertisement for the following reason:

Reason Number Two: When you're selling by the printed word you've got to sell with every word. Even, therefore, though a big word appear to be the only word that fits, chop it down into paraphrase: for since by definition every word is vital to the sale your obscure word (whatever its position) is taking the place of a vital word—and will probably kill the advertisement.

But Reason Three is the knock-out. Nobody will buy a pig in a poke. Buyers are indecently suspicious. When, then, they turn up a word they don't understand, they naturally think they're being bamboozled. Maybe that word is the

nigger-in-the-woodpile. Ah ha, that's the catch—but it won't catch me. They've got to get into their heads every single thing you're saying about this product; and you won't get into their purses if you leave even one word outside of their heads.

A fourth reason against lugging big words into advertisements—and I'm persuaded Mr. Briscoe would endorse it though perhaps somewhat ruefully—is a sort of summing up of all these arguments: People read advertisements *through* if there's the smallest chance that they're ever going to buy your article. Ergo, you've got to *make* them read to the end if you're ever going to sell it. Different with editorials: all the average man needs to make him "buy" just words is to get the general drift.

There's a kind of nebulous fifth reason. Prospect's back goes up if he thinks you're talking consciously either down to him or up to him. You've got to nick the mean—and handle language as if you were neither patronizing him from a lofty eminence nor trying to kid him into a good humor. Big words can effect both these sorts of damage. The expert craftsman may gamble, guardedly, with the humor that big words undoubtedly can pack; take an occasional flyer with a flippant or satirical polysyllabic audacity. Let even him beware, however, for nothing atrophies the buying impulse so surely as: either (a) the prospect's prickly fear of being made a fool of; or (b) the laughter at yourself you may unwittingly churn up in him.

Probably a more penetrant analyst of the human soul than Henry James never wrote in English. But do you recall a certain newspaper article he did some years ago, entitled, I think, "On Revisiting America"? Trip on a ferryboat gravely excited him. "We were ferried to Jersey," he wrote, "by the greatest of transpontine barges." That line got Henry James, if not the first, certainly the biggest and most ribald laugh of his career. Yet he was vending his A brand of seriousness.

A superlative merchant of words, Henry James! But he couldn't have sold a ferryboat the longest day he lived.

## Tells Trade About New Mobo Advertising

Newspapers, outdoor advertising and direct mail are the principal mediums used in a campaign which, the trade is informed in business-paper copy, is the largest advertising effort directed in the interest of Mobo automobile specialties, made by the John T. Stanley Company, Inc., New York. In all, the program calls for the use of 500 newspapers and 2,000 outdoor bulletins together with direct-mail advertising. The campaign is now under way and the trade is urged to stock up on the seventeen different items which constitute the Mobo line.

## A. A. Brown Advanced by Westinghouse

Arthur A. Brown, manager of syndicate operations of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has been made assistant to the vice-president. He has been with the sales department of the Westinghouse company for twenty-two years. His headquarters will be at New York.

## Death of John Pollock McConnell

John Pollock McConnell, president of McConnell & Ferguson, Ltd., London, Ont., advertising agency, died at Toronto, last week at the age of fifty-two. He was at one time managing editor of the Vancouver *Sun*. During the World War he directed the publicity of the Canadian Victory Loan campaign.

## Allan Markley Buys Bay State Papers

The Marlboro, Mass., *Daily Enterprise*, *Weekly Enterprise* and the Hudson *Daily Sun* have been purchased by Allan Markley from Dustin S. Lucier. The new owner had been associated with the former Marion, Ohio, *Tribune*.

## Toilet Products Account for Bisberne Agency

Vanard, Inc., New York, toilet products, has placed its advertising account with the Bisberne Advertising Company, Chicago. Newspapers will be used.

## Electrotypers to Meet at Montreal

The International Association of Electrotypers of America will hold a convention at Montreal from September 2 to 4.

# Watch For It!

A booklet will soon reach the desks of national advertisers and agency executives.

It is entitled :

## *"The Truth About the Chicago Market"*

It presents the results of two highly important investigations conducted among jobbers and retailers in Iowa, Indiana, Michigan, Wisconsin and Illinois, (outside the Metropolitan Chicago District).

**CHICAGO AMERICAN**

A good newspaper

Largest circulation of any Chicago evening paper  
and third in America

## Trade Commission Reopens Royal Baking Powder Case

*Washington Bureau  
of PRINTERS' INK*

THE respondent's method of advertising is given as the reason for reopening the case of the Federal Trade Commission against the Royal Baking Powder Company. On March 23, last, the Commission dismissed its charges against the company; but at its last regular meeting on July 7, it ordered that the dismissal be vacated, denied the motions of respondent, and granted the motion of its own counsel to reopen the case with the following qualifications:

"That the proceeding be and the same is hereby reopened solely for the purpose of taking testimony with respect to misleading advertising, anonymous advertising, the circulation of erroneous extracts from the book 'A Collation of Cakes,' by Claudia Quigley Murphy, and that no evidence be taken with respect to the statements published by the respondent Royal Baking Powder Company relative to the deleteriousness of alum baking powder."

The Commission further ordered that the dismissal of the complaint with respect to the slogan "No alum—no bitter taste" be confirmed, it being the opinion of the majority of the Commission that the slogan is not an unfair method of competition.

Commissioner Van Fleet refused to vote, expressing the opinion that the Commission has no jurisdiction to set aside its dismissal and that the proceeding is irregular.

Hearings on the motion to reopen the case were held several weeks ago, and it was evident from the testimony that the Commission had voted to dismiss the case because of a misunderstanding on the part of at least two of the commissioners. The fact was brought out that a majority of the Commission understood that the respondent had admitted the unfair practices charged and

had agreed immediately to discontinue such practices.

The motion to reopen the case was undoubtedly the direct result of the respondent's continuing to use some of the methods condemned by the charges in the first case. But the counsel for the Royal Baking Powder Company emphatically denied that his client had made any admission whatever regarding methods of advertising or had agreed not to continue them.

The hearings on the motion to reopen the case also brought out the fact that the Commission was suspicious of the current advertising of the company. This advertising, counsel for the respondent contended, was the result of a questionnaire investigation. It set forth that certain percentages of physicians in various States advised the use of cream of tartar as against alum baking powder. It was brought out that only a comparatively few physicians in each State or city were questioned, while the advertising made it appear, or at least suggested, that all the physicians in the State or locality mentioned were of the opinion expressed.

Counsel for the Commission argued at some length on this phase of respondent's advertising practices. Therefore, while the Commission has decided not to take evidence with respect to statements published relative to the deleteriousness of alum baking powder, the subject promises to be again dragged into the case by the respondent's methods of securing information on which it bases its advertising.

### Smokador Appoints Corman Agency

The Smokador Manufacturing Company, New York, smoking stands, has placed its advertising account with The Corman Company, Inc., New York advertising agency.

### R. H. Whitaker Joins W. B. Conant

R. H. Whitaker, formerly with R. L. Polk & Company, publishers, Chicago, has joined the staff of W. B. Conant, publishers' representative, Chicago.

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## *In Cosmopolitan Homes . . .* *Where Luxuries are Necessities*

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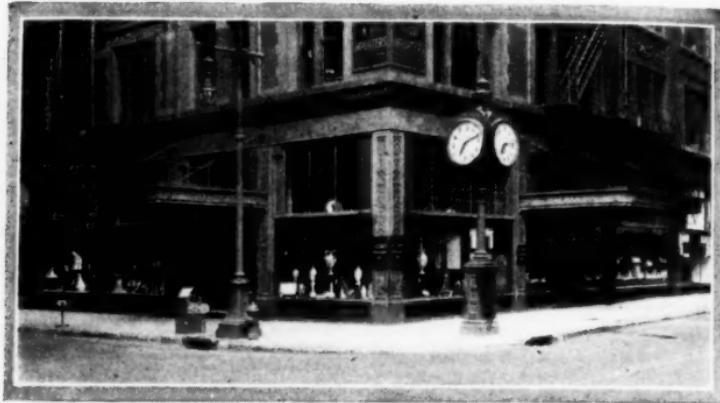
On the next three pages—

# Cosmopolitan presents “An Interrupting Idea”

〔With Apologies to the Federal Advertising  
Agency for the Use of Their Phrase . . .〕

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## *In Cosmopolitan Homes . . .*



*At Bolland's Jewelry Store, which is St. Louis' finest and most exclusive jewelry store, 19% of the active charge customers are Cosmopolitan subscribers.*

### **This time it's the Buying Influence of Cosmopolitan Homes . . .**

*with St. Louis as the Example*

Week after week, we've been telling in these pages about Cosmopolitan homes.

Now we'll break the continuity with a suggestion of the purchasing power of Cosmopolitan homes.

Here are St. Louis' finest hotel, and a drug store serving a superior neighborhood, where more Cosmopolitans are sold than any other monthly magazine; an exclusive jeweler's, where 19% of the charge cus-

tomers are Cosmopolitan subscribers; a Buick branch, where 15 out of 100 buyers were Cosmopolitan subscribers.

We are exuberant over the results of this investigation of Cosmopolitan's standing in such a representative city as St. Louis. Why shouldn't we be? Could we offer better proof that Cosmopolitan homes will buy your goods? — *both the luxuries and the necessities.*

# Where Luxuries are Necessities . . .

*At the Bender Drug Store on Skinker Road and Delmar, more Cosmopolitans are sold than any other monthly magazine. This drug store serves what is probably the finest residential district in St. Louis.*



*At the Hotel Chase, St. Louis' best residential hotel, Cosmopolitan also outsells all other monthly magazines.*



(OVER)

*In Cosmopolitan Homes . . .*

*Where Luxuries are Necessities*



*Checking over his sales with our subscription list, Mr. C. O. Castles, Manager of the West Side Buick Company on King's Highway, St. Louis, found that out of the last hundred Buick buyers, fifteen were Cosmopolitan subscribers. This Buick branch serves the cream of St. Louis' residential districts.*

## You Reach 19,619 St. Louis Homes through Cosmopolitan for \$51.60

*{for a full page advertisement}*

And the examples illustrated indicate what sort of homes are included—good homes—homes with buying power.

At the Buick Branch and at Bolland's jewelry store, note only percentage of customers who are Cosmopolitan subscribers is quoted. *There are twice as many Cosmopolitan newsstand buyers in St. Louis as Cosmopolitan subscribers.*

For the full effect of your page in Cosmopolitan, however, multiply this St. Louis show-

ing by every large city and town in the United States.

In all, Cosmopolitan will carry your sales message to 1,500,000 homes—Cosmopolitan homes—homes with buying power.

*"I don't want to believe that Cosmopolitan is as good as it proves itself to be!" said one advertising agent. But, good heavens, man, that's no way to think! Not if you have goods to sell! Either luxuries or necessities.*



*Ask a Cosmopolitan salesman for any further facts you may desire.*



# Another Group of Advertisers Adopts a Fair Play Code

Correspondence Schools and Better Business Bureau Work Out New  
Advertising and Selling Standards

A LITTLE group of fifty or sixty men representing the leading correspondence and several resident commercial schools agreed last week to write *Finis* in decided strokes to the era of misleading and exaggerated advertising in their business. This decision was reached after an all-day conference in Chicago with Byron Shinn and Kenneth B. Wilson, of the National Better Business Bureau. Before the meeting ended a code of fair play standards was adopted. This code, once it is put into effect, will, it is believed, enlarge public confidence in the advertising of correspondence schools and accordingly increase its value.

"The meeting definitely marks the passing of the old regime of home study instruction," the president of one of the country's leading correspondence schools said to PRINTERS' INK. "It brings to an end a long period often characterized by deception and imposition. The advertising and selling tactics of a few home study schools have brought all of us under a cloud and have sometimes made the whole industry the object of ridicule.

"Now that we have a yardstick of business ethics, our sales promotion dollars will buy more than ever before. Our advertising will be taken seriously. I think our decision to co-operate with the Better Business Bureau is a progressive step. It cannot but be a highly profitable move."

Some months ago, the National Better Business Bureau got in touch with a number of the leading correspondence schools to learn their attitude toward trying to improve their sales and advertising practice. In April, the Bureau sent out a number of recommendations to the schools. The points it covered were the manner of advertising the opportuni-

ties presented to students who took correspondence courses, the selling terms, inducements made to enroll, competition among schools, the scope of instruction and the use of superlatives in advertising.

## SCHOOLS SUGGEST IMPROVEMENTS

The Bureau offered these recommendations as a tentative code of practice. It suggested that the schools themselves bring up additional details relating to the improvement of advertising methods. As a result, several new points were presented. Both the list of recommended practices and the additional matter suggested later by the schools came before the meeting in Chicago, July 8. Twenty-five correspondence schools from all parts of the country and perhaps a dozen advertising agencies had representatives present.

The first specific point that the meeting considered was the way in which the opportunities resulting from the study of commercial school courses are presented in advertising. The Bureau contended that it was not entirely fair to base advertising copy on exceptional earnings. The meeting finally decided to adopt as a principle, "Base probable earnings on average performance" in advertising to prospective students.

Under the heading of exaggeration in advertising opportunities it was decided unanimously and without any debate that the demand for trained men should be based on existing conditions. The Bureau's view which was shared by the schools was that rare opportunities open only to exceptional men should not be represented in advertising as general opportunities.

Many schools make as one of their strongest selling points the promise of help in securing jobs

after graduation. To do so and to perform the promise was sound merchandising, Mr. Shinn, for the Bureau, agreed. But it constitutes wilful misrepresentation to guarantee jobs, the schools present decided.

The subject of advertising terms as "special offers" provoked a long and vigorous debate. The Better Business Bureau came to the schools with the following enunciation: "Regular offers exploited as 'special' pave the way for disbelief in bona fide propositions. Special offers are legitimate. They are not 'special' unless they fulfill the accepted meaning of the word, namely 'out of the ordinary practice.'" It developed that several schools make use of offers as special offers when they in fact are their ordinary practice. For example, a school offers a prospect a course of instruction at \$150. The prospect is told that the regular price is \$175, but for fifteen days the price has been reduced to \$150 when there is in fact no fifteen-day limitation on the offer whatever.

While they offered no defense for this practice which they frankly admitted was misleading, several schools insisted that they could not sell courses of instruction by mail at a profit without recourse to the offer masquerading as a "special." Against this viewpoint, Mr. Shinn presented the opinion that scrapping the so-called special offer is one of the fundamental things that correspondence schools must do to get confidence.

The meeting finally voted against "special" offers that are not bona fide, although several schools held out at the time the vote was taken, believing they could not operate if this practice was discontinued. However, before the meeting adjourned the vote was made unanimous.

The Bureau's recommendations concerning limited offers and time offers were adopted without disagreement. "Advising the prospect that he has been singled out to receive an extraordinary proposition limited to one in each com-

munity or to a specific number of students or when the terms offered are regular and available to all is confidence destroying. Good-will is not built on such misinformation. Time limit offers that never actually expire are promotion methods long looked upon with disfavor by the public," said the Bureau.

#### APPROVE BUREAU'S RECOMMENDATIONS

No opposition appeared to the recommendation that supplemental offers should not be made to appear as gratuities not included in the tuition unless in fact so. Nor was there any hesitancy in adopting the Bureau's recommendation that all schools state their advantages constructively in their advertising without uncomplimentary reference to competitive courses.

What name is a correspondence school entitled to call itself? The advertising pages of a wide variety of publications disclose schools which designate themselves as colleges, universities, works, associations, societies, laboratories, and conservatories. The Better Business Bureau went to the schools at the Chicago meeting with the recommendation that "disguising a school as a plant, factory, association, shop or other establishment is unwarranted camouflage which tears down the good-will of advertised education." Offer instruction under an accurate firm name, urged the Bureau, and the public won't misunderstand you. A change of name would probably cost many a school a large amount of money and involve the sacrifice of prestige. Nevertheless J. B. Tanner, president of the International Accountants Society, gave his opinion that the correspondence schools must be ready to make sacrifices. His own organization has used the name, Society, for twenty-three years. It would, however, bear the cost of changing it, he said, because it is evident that the name is susceptible of misunderstanding. An advisory committee will take up this whole question of nomenclature and make some

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# The Evening World

NEW YORK

## Merchants Know!

JUNE was a trying month merchandise-wise. Cold, backward, uncertain, the month kept merchants guessing. Every cent they spent in advertising had to produce sales; there wasn't any "weather-break" to help the situation.

The following figures are therefore interesting, covering as they do Dry Goods Advertising for June in the standard evening papers of New York.

### Dry Goods Advertising

	Gain	Loss
EVENING WORLD	91,672	—
The Sun	37,308	—
The Post	—	25,538
The Journal	—	47,568
The Telegram	—	82,420

Merchants know that either in day-by-day sales or in the emergency, THE EVENING WORLD can be depended upon for its full quota of the month's business.

PULITZER BUILDING  
NEW YORK

TRIBUNE TOWER  
CHICAGO



*The Favored Evening Newspaper in the New York City Home*

recommendation concerning it later.

The recommendation that schools describe accurately in advertising the character of the instruction or training furnished met with no opposition. Nor did the proposal that all classified advertising insertions for students be published under headings such as Education, Vocational Training, Trade Schools, Business Opportunities or Instruction. Another proposal that went through without dissent was that the use of superlatives in advertising be qualified as opinions. When a school claims to be the greatest or the largest that claim should be stated as an opinion, the schools admitted.

The correspondence school industry has long leaned heavily on "money back if not satisfied guarantee offers" in selling instruction. While these guarantees are not always clarified and while they frequently result in misunderstanding, the schools believe that they should not be abolished entirely. The advisory committee appointed at the Chicago meeting will take up the work of trying to devise some acceptable substitute for the guarantee. It was the consensus of opinion at Chicago that guarantees can't be eliminated entirely.

From the schools themselves came the plea that in advertising there should be a distinction made between active and advisory members on faculties. If a man is affiliated only in a nominal or advisory capacity, they brought out, he should be distinguished clearly from the active teaching staff. They believe that instruction should not be advertised as personal unless the individual in question handles the routine work of each student to whom the advertising is addressed. They characterized as misleading the use of blind insertions of classified advertising that withholds the origin or purport of the copy. They favor the rejection of enrolments from prospects who are obviously unfitted for certain courses by reason of physical, mental or economic disqualifications. No decision was arrived at on the matter of conducting credit collec-

tions. Collections are an important integral part of home study merchandising. It was proposed that they should be conducted without resort to letterheads and other means which appear to be outside of the school. The schools voted to refer this question to an advisory committee which should be empowered to cut out the misleading features.

The advisory committee of the schools which will work with the Bureau, as appointed last week, is composed of: Ralph E. Weeks, president, International Correspondence Schools; J. G. Chapline, president, La Salle Extension University; J. B. Tanner, president, International Accountants Society; H. W. Lamb, president, Fireside Industries, Inc.; J. A. Rosencranz, president, National Automotive & Electrical School; J. Almars, vice-president, Federal Schools, Inc.; R. D. Smith, vice-president, Chicago Engineering Works; Fred M. Randall, Michigan State Automobile School; Clifford Lewis, The Lewis Hotel Training Schools; and B. C. McCulloch, president, Pelman Institute.

#### Made Advertising Manager of Chicago Bank

John M. Easton has been appointed advertising manager of the Northern Trust Company, Chicago. He succeeds Theodore Tefft Weldon, who has joined the William Elliot Graves Financial Advertising Service, Chicago, as vice-president.

#### Appoints Cleveland Agency

The Ramsdell Manufacturing Company, Cleveland, tire shop equipment, has placed its advertising account with The S. M. Masse Company, advertising agency of that city. Business papers and direct mail will be used.

#### Joins New Orleans "Item-Tribune"

Trescot Goode, formerly with *Motor-dom*, Albany, N. Y., has joined the New Orleans *Item-Tribune* as head of the automobile advertising department.

#### William C. Watson Dead

William C. Watson, vice-president of the Bristol, Pa., *Courier*, died recently at that city at the age of sixty-five. He was a former president of the Bucks County Press Association.



## Rotogravure Wins Them All in New Orleans

BY TRADITION, by heredity, by temperament and by habits of life, Orleanians are responsive to every artistic appeal.

That's one reason why Rotogravure has proved an unusually effective advertising medium in the South's first market.

Another is that The Times-Picayune, the only New Orleans newspaper with rotogravure, operates its own plant in its own building, enabling it to cover local events with roto-art pictures while they are news.

That advertisers have found it profitable to use Roto in New Orleans is proved by the fact that practically all of them who used it during the first year of its publication have continued to use it, in the majority of instances regularly increasing the amount of space bought.

If your product deserves artistic presentation use Rotogravure.

**The New Orleans  
Times-Picayune**

Representatives: Cone, Rothenburg & Noee, Inc.  
Pacific Coast Representatives: R. J. Bidwell Co.

# SPORT as a



The actual season for every sport is brief — only a few weeks out of the entire year. But the true enthusiast for any sport gets as much fun out of his anticipation of the fish he is going to catch, the score he is going to make, the game he is going to play, as he gets out of the realization. Golf clubs, tennis racquets and fishing tackle are as acceptable at Christmas time as skis or skates or shot guns.

Sport, amateur and professional, holds the interest of Cincinnati people twelve months in every year. The newspapers devote entire sections to it daily. A record smashed on the tennis court or on the golf links, on the diamond or the gridiron, in the squared circle or on the

# CINCINNATI

*Member Audit Bureau of Circulations*

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

John L.  
Bruns

# Business Proposition

track or in the field, at billiards or at bowling, at boxing or wrestling or basket ball, with rod and reel or bow and arrow, on the water or in it, is the occasion for editorial comment.

Thus it is that the "educational" part of sporting goods advertising is pretty well done in the reading columns of the daily papers. Attention to things athletic never lags; interest never cools; the desire to excel is father to the desire to be equipped. The manufacturer who makes sporting goods and the merchant who sells them find fertile ground ready for the seed of their sowing.

In Cincinnati, the love of sport is so nearly universal that the selection of the advertising medium for sporting goods is easy. The best newspaper for sporting goods advertising is the newspaper that reaches the largest number of people within the trading radius of the local dealers, and reaches them in their most receptive moods.

The Times-Star carries more display advertising of sporting goods than any other newspaper in Cincinnati. The advertisements in this newspaper take up the story where the news columns leave off. Both are authoritative. The desire to be equipped responds to the definite selling suggestion of the advertisements and the trick is turned.

# TIMES-STAR

Win L. Marsh, *Eastern Rep.*  
Brunswick Bldg., New York

Kellogg M. Patterson, *Western Rep.*  
904 Union Trust Bldg., Chicago



## Women Shower Letters on Chick Raiser

Mrs. Fred Woods, baby chick raiser of Pawnee City, Nebraska, knows that farm women read **THE FARMER'S WIFE**.

This magazine published a brief article regarding Mrs. Woods' baby chicks. She writes:

"My address was omitted but in spite of that I received more inquiries from your magazine than from any other. Many mailed their letters just to the county."

If you want to reach the poultry raisers of the farms, talk to the farm women. And talk to them—not *at* them. Use the magazine you know they are reading because it has 800,000 circulation and contains nothing to interest anyone else.

Give your message the feminine atmosphere. Place it in "the voice of farm womanhood"—

# THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives  
Standard Farm Papers, Inc.,  
307 N. Michigan Ave.  
Chicago, Ill.

*Member Audit Bureau of Circulations*



Eastern Representatives  
Wallace C. Richardson, Inc.,  
250 Park Avenue  
New York City

# Four Letters from N. C. R.

All Long Ones, Too, But See If You Don't Read Them to the End

By E. P. Corbett

Of the National Cash Register Company

IT is safe to say that on general principles most of us favor the short letter. But it is unsafe to believe that all letters should be short. There are times when a long letter is necessary to cover all the points. I am referring now to sales letters. No fixed rule can be laid down to cover the length of letters. A letter is too short if it leaves unsaid anything that should be said. A letter is too long if it says anything that is unnecessary.

It is not always easy to get a really personal tone in a short sales letter. I have many times refrained from short-cutting with the deliberate intention of making the letter impress the prospect as having been personally dictated. Usually that results in a long letter, but it has been my experience that these long letters *are read*, and that they bring results.

Not long ago one of our sales agents asked me to write some really personal letters to help him make a sale to a concern that had lost money during the previous year. This concern, because of that loss, felt that it could not afford an up-to-date system, even though it recognized that the system in use did not give the protection and information needed. Here are the letters that were written to this concern:

THE NATIONAL CASH REGISTER  
COMPANY

Our Mr. John Blank informs us that he has talked with you in regard to a National Cash Register System for your business.

We want to take this opportunity to express our appreciation of your courtesy. It has been our experience that business men of real calibre are almost invariably open to be shown better ways of doing things.

You see, our representative feels that he is really doing you a genuine service when he tries to induce you to benefit by what an up-to-date National Cash Register would do for you. He feels that way because he knows how many business men write and thank us

for having brought this system to their attention.

Many of the most progressive business men in the world increase their National Cash Register equipment from year to year. As you know, no good business man would do this unless experience had proven to him that the system gave him certain definite advantages.

The system Mr. Blank suggests for your business would do the same for you. It would give you complete control over all transactions. It would eliminate detail work to a very considerable extent. With it, you would get, at first hand, the information and protection you need.

One of the big things this system would do for you would be to give you a complete check upon your clerks. No doubt your clerks are just as efficient, faithful, and well-meaning as the average. But where the human element enters in, there are always weaknesses despite good intentions.

Who of us is not sometimes a bit careless or forgetful? Who of us does not make mistakes occasionally? Some are more prone to these faults than others. It is equally true that some are more industrious than others.

The point is that unless you have a system that gives an exact check upon what is done by each of your clerks, how many sales each makes, and how many customers each waits upon, you have no way of judging the value of each clerk to you. More than that, where there is no system that prevents mistakes and carelessness and that removes temptation there are always losses. The National Cash Register System would prevent these troubles and the losses they cause.

No doubt, Mr. Blank has shown you in detail just how our system would remove these handicaps and enable you to make a bigger profit. It is doing just that today to hundreds of thousands of merchants. In countless cases the system pays for itself out of the money it actually saves.

Can you afford to put off installing a system that will pay for itself and then go on increasing your profit year after year?

THE NATIONAL CASH REGISTER  
COMPANY

It is unnecessary to tell you that, in this modern day of competition, success in merchandising depends to a great extent upon system.

The thing that you are most interested in and the thing that we are interested in placing clearly before you, is the fact that a system based upon the accurate enforced records furnished by an up-to-date National Cash Regis-

ter System gives protection, information, quick service and economy.

I referred in my previous letter to the way in which this system would prevent losses and thereby increase your profits. But there is another way in which this system would increase your profit. That is, by giving you records distributed mechanically by departments and thereby eliminating the necessity of much office work and auditing. There is a distinct saving in time, labor, and money. This saving alone would go a long way toward paying for the system.

You see, the proper National Cash Register System cannot possibly be considered an expense. It is a splendidly paying investment. True, there is an initial cost, but that cost is distributed over years of service.

I know that you will give serious consideration to this matter. I have tried to place these facts before you because the real satisfaction of making a sale of one of our up-to-date systems, is not so much because of the profit we make, but because I know by oft-repeated experience how great would be the benefits obtained by you.

That is why I hope that when you next talk with Mr. Blank you will decide definitely to place your order and benefit by what our system will do for you.

#### THE NATIONAL CASH REGISTER COMPANY

Did you ever stop to think that your profit depends largely upon what happens to your dollars during their journey from the customer's hand to your bank?

Of course, to make a profit you have to get business, and to carry what your trade demands. You must be a good merchandiser. But that does not by any means insure you a satisfactory profit.

You must protect the dollars that come in!

Your profit comes out of those dollars. Yet think how great are the odds against your getting all of them. Every instance of carelessness, every mistake—every other weakness to which the human element is prone—all these eat into your profit.

It is your money that goes to pay for these weaknesses—your business that suffers. There are so many ways by which money can be lost, to say nothing of dishonesty, and every loss comes right out of your profit.

In balancing up at the end of 1925, did you feel that you had made the profit you should have made? If not, isn't it reasonable to suppose that, had you had the control over your business that a National Cash Register System would give you, you would have done better?

Not long ago a merchant wrote us after he had used his National a few months. He said that the system had "uncovered" leaks that he estimated had been costing him over \$400 each year for a long time.

In this day of keen competition, no

business can afford to be handicapped by doing without the advantages that a National Cash Register System gives.

The real question to be considered is not how much this system costs, but how much is it costing to do without it.

So it is that, in urging you to profit by the use of our up-to-date system, we are not asking you to spend money, but to save money.

Of course, we shall be glad to make the sale. That is natural. But entirely aside from that is our profound conviction that our system would be of tremendous help to you in making the success that you of course wish to make.

Months of good business lie ahead. Why not place your order now, and be prepared to make the most from this good business? Here is truly a case where to postpone action means certain loss without any offsetting gain.

It is our earnest desire to be of real service to you. In no other way could we more truly serve you than by urging you to place your order now.

These are all long letters. They were not "boiled down" for the reason that the average personally dictated letter is not boiled down. There is quite a bit of sales talk in the letters, but they depend for their effectiveness largely upon the note of sincerity. They are just man-to-man talk, without anything epigrammatic or sparkling. But they brought results, for our agent wrote three weeks later:

"I have just received the order for two of our best registers. The letters helped me very much in securing this fine order. Accept my sincere thanks for this co-operation."

Here is another "long letter" written to a lady who wrote us not to have our salesmen call upon her any more. In this case a short or tactless letter might easily have resulted in the loss of a really good prospect. The letter follows:

#### THE NATIONAL CASH REGISTER COMPANY

We have your letter of April 23, saying that you have been so annoyed by the persistency of our salesmen, that you do not wish to see any more of them.

We are glad that you wrote us so frankly as you did, Miss Blank, even though you made it very clear that you did not want our salesmen to call upon you any more. We can also sympathize with the way you feel, but isn't there another way of looking at the matter?

How many things there are in life



# Fringe Markets

Fringe Markets may be  
your primary markets  
Tomorrow

Cultivate Them

Send for synopsis of ad-  
dress by Merle Thorpe on -  
"The Use of National Media  
by Industrial Accounts"

IT discusses one way of  
combing the fringe for  
new markets.

NATION'S  
BUSINESS

Washington

222,000 Circulation  
(Member A·B·C·)

that are really for our best interests and yet that we don't do unless constantly urged. As children we are urged by our parents to do things we don't want to do. Later we see that it was for our own good to do these things. Our doctors urge us to do things we do not want to do, in order to preserve our health.

So it is all along the line, Miss Blank. I do not pretend to know more about your business than you do. But I do know this—that when our salesman calls upon you and urges you to install an up-to-date National Cash Register System, he does so, not merely to make a sale, but with a genuine desire to benefit you.

I am sure that you would understand why we feel that way if you could read the many unsolicited letters we get from merchants thanking us for having called our up-to-date systems to their attention. You would also understand why the founder of our business, Mr. John H. Patterson, always said that "The more registers we sell, the more good we do."

You see how it is. Our salesmen know these facts and they feel in their hearts that, even though persistent, they are really doing you about as friendly a service as anyone could possibly do.

I hope you will take this letter in the spirit in which it is intended, that of kindness and good-will toward you. But I did want to present the matter in a friendly and frank way.

We shall continue to hope that the day will come when you will enjoy the freedom from mistakes, losses and worry that an up-to-date National Cash Register System would give you.

May I also take this opportunity of extending to you our cordial good wishes for a most prosperous and satisfactory year.

Again the note of good-will and sincerity is sounded. The letter reasons, but in a non-argumentative way that does not antagonize. Is this letter too long? Or did the prospect react favorably and appreciate the willingness to see her side of the case even while looking at the matter from a different angle?

This writer has no brief to present for the long letter. He does, however, decry the tendency of many to think that it is always best to telegraph the sales message.

### Hobart B. Ives Dead

Hobart B. Ives, president of the H. B. Ives Company, New Haven, Conn., manufacturer of builders' hardware, died recently at that city at the age of eighty-three years. He founded the Ives company in 1876.

### Displayed Goods a Summer Sales Stimulant

In the excitement of getting away on a summer holiday, people do not think to take with them all the things which they would like to have. It is a difficult matter to prepare a list of everything which may be needed to make a trip enjoyable with the result that local retailers lose many opportunities to increase the sales of their merchandise. Here is a gap which should be covered and one way in which it may be bridged effectively is explained in the trade-paper advertising of Canada Dry Ginger Ale, Inc.

The key to the problem is a prominent display of such products that are seasonable. "The attractive and seasonable window or counter arrangement often prompts that on-the-spur-of-the-moment purchase," reads the copy. "Prominent displays of vacation merchandise mean rapid turn-over."

The particular summer selling advantages of Canada Dry are explained in the advertisement. Through advertising an acceptance for the product has been created and all that may be necessary to increase the dealer's sale of this product may be a reminder to a customer to include this item in his purchase. This suggestion is effectively advanced by displays and the dealer is urged to display Canada Dry as a vacation specialty and make it work for him.

### Radio Manufacturer Changes Name to That of Product

The Forest Electric Company, Newark, N. J., maker of Unifon radio products, announces in trade-paper advertising that it has changed its name to the Unifon Electric Company. The copy informs the trade that when its salesmen now send in their business cards, these will carry the new name of the company and at once identify its representatives with its advertised products.

The sale to the newly formed General Equipment Corporation of all patents and stocks in the automotive electrical devices made by the Forest company is also reported and, along with its change of name, the company states that it will devote its entire efforts to the manufacture of radio equipment.

### Metalware Account for Columbus Agency

The Republic Metalware Company, Buffalo, N. Y., has appointed the Mumm-Romer-Jaycox Company, Columbus, Ohio, advertising agency, to direct its advertising account.

### With W. A. Sheaffer Pen Company

W. R. Smith, formerly with the Des Moines, Iowa, *Capital*, has joined the advertising staff of the W. A. Sheaffer Pen Company, Fort Madison, Iowa.

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PROPOSED LIST for  
1927 ADVERTISING CAMPAIGN

Any Nationally Advertised Product

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NORTHEASTERN MARKET CENTERS

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SOUTHEASTERN MARKET CENTERS

MIAMI, FLORIDA  
The Miami Herald  
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CENTRAL STATES MARKET CENTERS

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WESTERN MARKET CENTERS

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In proportion to population THE MIAMI HERALD is  
now being favored with more National Advertising than  
any paper in any other section of the country.—*WHY?*

Because Miami, Florida, is an important market center;  
the Southeastern objective of any national sales campaign.

# The Miami Herald

"FLORIDA'S MOST IMPORTANT NEWSPAPER"

Frank B. Shutts, Publisher

NATIONAL REPRESENTATIVES

NEW YORK

J. P. McKinney & Son

CHICAGO

SAN FRANCISCO

Geo. M. Kohn, Atlanta

# Mrs. Madisonville



**N. B.** This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.

## THE CINCINNATI

*"Goes to the home,*

# in the heart of the city though eight miles out

**S**TAND in Mrs. Madisonville's garden and close your eyes—it's very easy to believe you're in the country. The air is so fresh, so full of the perfume of growing things. Now open your eyes—the modern home of Mrs. Madisonville is before you; a car stands in the garage; over your head stretches a radio aerial. You are very much in the city!

It is this combination of the best of the country with the best of the city that makes Mrs. Madisonville's community so fascinating. Years ago, this district was really country—yet even then commuting service linked it closely with the city. Today, Mrs. Madisonville's personal car has taken the place of the commuter—it carries her quickly to the shopping districts, to concerts and matinees. She is as much a part of the city's activities as the residents of the nearest suburbs.

Nor does distance dull her interests in the city's news. She is a regular reader of the *Enquirer*—every morning finds it at her breakfast table. And her neighbors follow suit. In Mrs. Madisonville's community are 1,880 residence buildings; here, 983 *Enquirers* are delivered each day.

In the case of Mrs. Madisonville, this *Enquirer* coverage is particularly important to you, Mr. Advertiser. Literally, it enables you to present your wares in homes eight miles away, and to present them at that critical hour when the day's purchases are being planned. Try a schedule of advertisements in *The Enquirer*—then check results!

I. A. KLEIN

New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles



**ENQUIRER**  
*stays in the home"*

*"Where Buyer and Seller Meet"*



## *Your City Directory* *-A Time-Tested Medium*

**"Forty Years of Consistent Use Has  
Been Warranted by the Results"**

Many advertisers have been continuously represented in their City Directories since the inception of their business. A Reading, Pa., manufacturer writes, "We have been advertising in Boyd's Directories for 40 years successively, because we found that the results warranted our action. We find that your Directories are in constant use and therefore keep our advertisement constantly before the eyes of the public and we know of no cheaper and proportionally more effective general advertising. Many a well pleased customer has told us that he was directed

to us by seeing our advertisement in your Directories."

A Memphis, Tennessee, company states that they first used City Directory advertising in 1855—a 70-year record. Many others testify to their satisfaction with their City Directory advertising.

Year by year the number and use of City Directories increases. Nowhere else can such profitable representation be had at such low cost.

Our booklet, "Directories; What They Are, How They Function and Their Place in Advertising," gives details. Send for free copy.



*This trademark appears  
in directories of leading  
publishers*

**ASSOCIATION of  
NORTH AMERICAN DIRECTORY PUBLISHERS**  
**Headquarters**  
**524 Broadway, New York City**

# Brutal Advertising

It Is Frequently Necessary to Forget All Ideas of Art When Laying Out Certain Advertisements

By W. Livingston Larned

IT has always been said of Gorky, the great Russian novelist, that he attained beauty of thought and expression through sheer brutality of method. Stark ugliness became Art when thus interpreted. There is a definite sublimity to homely things.

There was much of this quality in the writings of that other Russian immortal, Tolstoy. Our own Sherwood Anderson possesses it. Although dealing very largely with the ugly moods of men and the sea, Conrad created marvelous beauty, idealism, ornate strength, out of material inherently brutal.

Advertisers, of recent years, have come to look for greater beauty, greater breadth of atmosphere, higher flights of illustrative fancy, on the physical side of the campaign. It has been preached so insistently, that the appeal to the eye and to the artistic senses is indispensable, that there is danger of going too far in this direction. Too much art can cloy. What of the occasions when, up and out from the tapestry of illustration, drawn headlines and highly artistic typography, there surges the desire to make an emphatic statement, and to talk simply, frankly, even brutally, minus all embroidery?

That this urge is rather generally felt today is evidenced by just such examples of peasant copy, simple as to words and wearing homespun art embellishment, if any.

A campaign will run a certain course, extravagantly illustrated, ornate, replete with every modern device by which advertising

**The familiar phrase  
"as good as Buick"  
suggests that you see  
and drive the car  
that others use as the  
Standard of Comparison  
before you spend  
your money**

When Better Automobiles Are Built, Buick Will Build Them

BUICK SHOUTS AT THE READER

atmosphere is attained, and then, suddenly, an interruption takes place. An advertisement appears which is the direct opposite of everything that has gone before. Stripped to fighting trim, all the silks and satins of the studios now put aside, the advertisement unaffectedly states its case.

There is a striking absence of affectation. It is as if the advertiser had suffered a definite self-consciousness regarding these fine clothes and atmospheric pageantries of picture and word, and donned overalls with every evidence of quiet satisfaction.

An advertisement may be practi-

cally perfect in its various units of interest, yet nevertheless seem stifled, restrained, choked with a surfeit of beauty, artistic merit and illustrative background. Out of these ornate words and pictures may come no vital, smashing idea, simply interpreted.

It is quite likely that a certain, definite selling appeal becomes smothered in petty detail, in too much art and an over-zealous attention to typography. There are "too many gravies over the meat."

#### THE SEARCH FOR SOMETHING NEW

And so, periodically, we discover certain national advertisers, with unlimited resources of every sort, at their disposal, veering widely away from the previous color of a campaign, and humbly seeking the free expression of a single thought; the uncluttered display of one sentence, one dominant, unembellished merchandising idea.

Mark Twain used to say: "I may look my purtiest when I'm all spruced up in dinner clothes, but my best work is done when I have my pipe and I'm propped up in bed in my sleepin' togs."

An advertiser puts the point neatly when he remarks: "It seems to me we get more and more in our campaigns with each passing season. We begin with the firm conviction that simple things are best and that the public is not a little confused by over-indulgence in both the volume of copy and the percentage of space used for illustration purposes. But as each new series was planned, somebody or other sold us on the idea of a new piece of lace here, a new yard of satin there. Their arguments were invariably consistent and convincing.

"As I look at one of our displays today, I can see that we have permitted the artistic lure to run away with us. Believing in and sympathizing with the modern trend in the direction of better art, better copy, better typography, better composition schemes, we have forgotten some of the hard-headed factors of advertising.

"I can't wean my companions

away from the art-gallery atmosphere but now and again I am permitted to indulge my personal views and preferences. I weed out a 300-word message, select one crisp selling sentence, run it in the largest type I can find, and call it an advertisement. I am not so sure but that my associates secretly admire my courage. On the other hand, I can readily understand why a continuance of this, as a standardized practice, would never do. That atmosphere which comes with fine art and well-conceived typography is, of course, necessary."

Now and again a newspaper or magazine page appears in behalf of Libby's products which admirably brings out this eager searching for simplicity of expression, for the elimination of gee-gaws and folderols. One or two direct arguments are featured, in a large way, one product pictured, without background or decoration, borders or vignettes of human interest, and the advertisement rests its case for the present.

"To insure the quality of these foods," relates a characteristic page of this character, "Libby has supplied to growers over a billion pedigreed seeds and plants." There is an added line or two descriptive of how special Libby gardens, planted with special Libby seeds and plants are operated near packing plants, and the art department is permitted no more space than is necessary for the showing of a single product in its container.

"We advertisers," says a Boston manufacturer, "like to hear ourselves talk. We are almost always too voluble, too gushy, too long-winded. We talk the prospect to death, as it were.

"In an art sense, we rather like to show off. There is a mad scramble for superior art and more of it. The technique in which an illustration is drawn concerns us far more than does its selling idea.

"I will always maintain that the thought behind the drawing is of far greater significance than the artist or the medium, the technique



Who Reads The United States Daily?

## Influential America

### Who Is "Influential America"?

The President of the United States, members of the Cabinet, the entire membership of the Congress of the United States, Federal, State, and City officials.

Key men in business—presidents of corporations and the heads of industries.

Presidents and boards of directors of railroads, and key men in the transportation world.

Key men in banking and finance—presidents of banks, large and small; heads of investment companies, and trustees of important institutions.

Lawyers, editors, and other professional men.

Men and women prominent in civic affairs.

In short, the people who "have the say" in America.

A unique audience. Speaking of The United States Daily, the Chicago Daily News recently said, "Nothing else like it in the world."

Never before has there been a medium that places you so directly in contact with

## Influential America

# The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative, Executive and Judicial Branches of the Government of the United States of America*

DAVID LAWRENCE  
President

New York Office:  
52 Vanderbilt Ave.

Washington

Chicago Office:  
London Guarantee Bldg.

VICTOR WHITLOCK  
Vice-President and  
Director of Advertising

San Francisco Office:  
Bulletin Building

or the artistic merit, as considered in studio terms. I occasionally make an experiment on myself. I look through a publication and observe just what advertisements command my attention and are most easily assimilated. Without exception they are the simple and uninvolved advertisements, saying much in as few words as possible, and employing pictures only when they are important and allied with the argument.

"These are not, admittedly, the most beautiful displays. Their typography is apt to be exceedingly homely. They would not be the advertisements which would arouse enthusiasm among artists. They are often crude and without any of the customary refinements, but how they do reach the reader and with a minimum amount of difficulty!"

This idea has been adroitly employed in recent Mobiloil advertisements. Each display carries three paragraphs, cut to the bone, running from side to side of the space, punctuated by very small and unobtrusive illustrations, in vignette. The three paragraphs are in letters a half-inch high and can be read across any average room. It is the Mobiloil idea that not all the truths and facts pertaining to the product can be crowded into a single advertisement. Why not, then, select one at a time, and make a good job of it?

An entire magazine page may be devoted to a set of three statements as brief as the following:

Three out of four motorists who buy oil by name buy Mobiloil. It costs less by the year.

These motorists get their advice from the company which has specialized long in lubrication. It costs less by the year.

The Mobiloil dealer has the Mobiloil Chart. It tells exactly which oil to use in your car.

With the tiny pictures and the chart, in facsimile, this page becomes a hard-hitting and simple document, stripped down to the chassis, as it were.

Buick's advertising displays are often very beautiful and the canvases in color are well to the fore-

front in this field. But it is quite noticeable that, periodically, an entire advertising space will be devoted to one rugged, unforgettable phrase, hand-lettered with great skill. There will be no pictures, no borders, no art accessories of any description. The advertisement is that one sentence. The advertiser merely feels the need of shouting aloud, to the greatest number of people, an emphatic and vital idea, uncluttered, and with nothing of any sort to detract from it or from homely concentration.

It is not always easy to make yourself heard, when you have what seems to you to be a powerful fact to state, if that statement must percolate through decorative borders, big and little illustrations, headlines, captions, special heads, trade-marks, symbols and other devices, or when, in order to state the fact, several hundred unnecessary words have been employed.

From complex ideas of advertising copy and illustration, the Boyce Moto-Meter campaign swings suddenly over to brevity and a deliberate sacrifice of pretty pictures. We find this compelling sentence, unassumingly displayed, without ostentation or artistic environment:

Always in the direct line of vision before the eyes of 8,000,000 drivers. The world's leading insurance against damage from motor overheating. The mark of the driver who is kind to his motor.

At some time in the advertising career of every product, a phrase is born which appears to sum up the most convincing arguments in its behalf. It is quite likely to be a phrase with rememberable qualities. Intuitively, the greatest number of persons agree that it is inspirational in character. It says a thing in a happy and emphatic manner. It strikes a certain individual stride. Success is stamped upon it.

When these precious sentences are discovered, it is but natural that the advertiser should get down to fundamentals, put on work clothes, and say his say with as few accessories as possible.

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## A New York Catastrophe

**S**HOULD Brooklyn Bridge collapse at 6 P.M., New Yorkers would learn of it in the following morning papers. New Orleans would have the story completely told in the evening papers the day it happened.

**When it is 6 o'clock in New York it is 4 o'clock in New Orleans. The bulk of the world's news "breaks" in the evening papers. In New Orleans it not only "breaks" but is completely and exhaustively reported in The ITEM.**

*Five out of seven families in New Orleans  
who read any newspaper read The Item*

# New Orleans Item-Tribune

*National Advertising Representatives:*

GEORGE A. McDEVITT CO.

250 Park Avenue, New York

Peoples Gas Building, Chicago

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# A CONSOLIDATION OF Experience with Experience



Men who have studied the development of modern advertising practice, in its various branches, are summing up the recent consolidation of Lord & Thomas and Thomas F. Logan, Inc., as a "consolidation of experience."

—“the successful experience, of two highly specialized organizations, in the two major branches of advertising

agency service: *general product advertising*, as specialized by Lord & Thomas, and *industrial products and services advertising*, as specialized by Thomas F. Logan, Inc."

In the union of those comprehensive types of experience, the officers of Lord & Thomas and Logan hope thus to enlarge the scope of advertising agency service to a point of effectiveness outstanding in its field—a service whose true standard of value shall be determined solely by sales and profit sheets; by dollars earned from dollars spent.



## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
400 N. Michigan Avenue

NEW YORK  
247 Park Avenue

LONDON  
Victoria Embankment

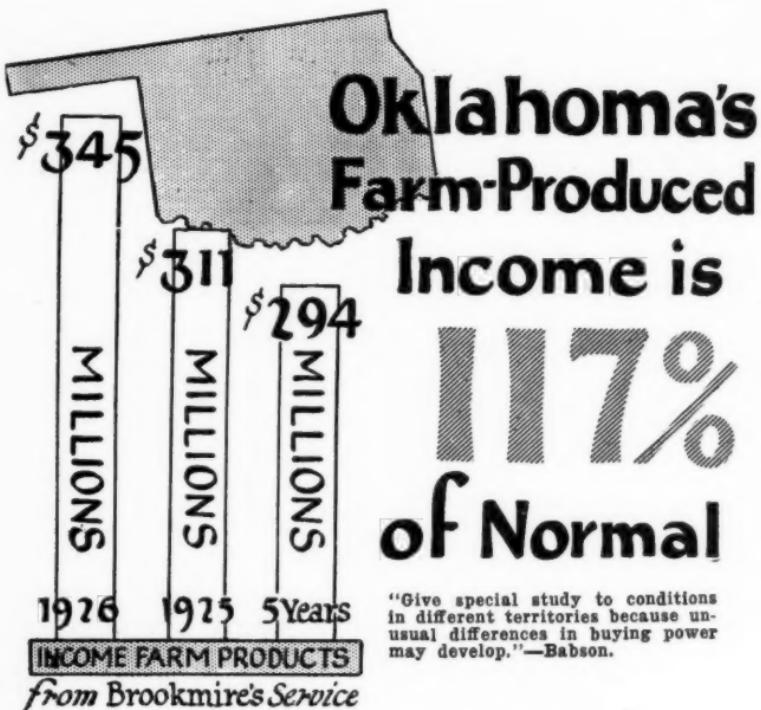
LOS ANGELES  
1151 South Broadway

WASHINGTON  
400 Hibbs Building

SAN FRANCISCO  
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

July 15, 1926



"Give special study to conditions in different territories because unusual differences in buying power may develop."—Babson.

While Babson cautions that success this fall will depend upon choice of sales territories, Brookmire reports that Oklahoma's farm wealth for the six months beginning July, 1926, will be \$345,000,000, an increase of 8% above last year, and 17% above normal. The percentage of increase is greater than that of any other state barring New Mexico, whose gain is the same.

Oklahoma City and the trading centers throughout the Oklahoma City market are already reflecting farm prosperity. The Oklahoman and Times can help you participate in the profits.

Circulation 140,000 Daily 85,000 Sunday

# The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*thoroughly and alone* 

**E. KATZ SPECIAL**

New York, Chicago,  
Kansas City

ADVERTISING AGENCY

Detroit, Atlanta,  
San Francisco

# Over-Staying Your Market Method

Even Thoroughly Established Distributive Methods Must Be Changed at Times

By James H. Collins

A BANK president gave me the first inkling:

"Four times a year," he said, "we have to figure and credit interest on sixty thousand accounts. It would keep our regular staff and equipment busy at least two weeks, but we handle the job easily by telephoning the Courteoss Calculator Company, and having them send over several extra machines, with operators, to help us over the peak load. They certainly give wonderful service!"

That was something new to me—an outside concern stepping into your office a few days each year to help you over your peak load, and make it unnecessary to purchase additional office appliances. If the Courteoss Calculator Company did it for this bank, probably it was done for other banks and concerns. And if Courteoss, possibly other appliance companies were serving business in the same way.

It seemed worth investigating, and I called on the local manager of Courteoss. He listened silently, while I explained what I had discovered.

"If you don't mind," he said finally, "we'll go back to the Year 1—in our industry that was about 1890. A calculating machine then cost \$500, because it had 2,700 parts and was made mostly by hand. There were 12,000 banks in the United States then, where there are 30,000 now. The banks, and the county, city and State government offices were our chief customers, and it was assumed that when we had sold calculating machines to all of them, the market would be exhausted!"

"The banker had never seen a calculating machine. It was his nature to question the claims made for it—his attitude toward the new device was that of the loan man. Therefore, the only way in which he could be interested in the

calculator was through a trial.

"I'll just leave the machine with you for a few days—try it," said the salesman.

"That sold machines, and was undoubtedly the only policy that would have sold them then, even though we had the best salesmen obtainable—and the pioneer sales forces for these devices were marvelous organizations.

"But the company should have abolished the trial method of selling at least ten years ago. Instead, it is still used, and out of it grows the kind of service that your banker friend finds so convenient. He may think it is a regular service, but what actually happens is that his interest department calls us up, asks to borrow so many machines for a few days, hires extra operators to run them, and after the peak load has been disposed of, notifies us to call and get them. We lend the machines, pay cartage both ways, make necessary adjustments and repairs when they come back—and next time your friend wants another calculator, he may order from one of our competitors!"

## UNUSUAL SERVICE

"No wonder he calls it service!" I said. "I can see that it is a kind of service that you are not anxious to exploit. Why hasn't it been abolished long ago?"

"Because, if we didn't lend the machines, any one of our competitors would. We get these requests for borrowed machines in every part of the country, and from concerns in every line of business. They send us what they fully believe are profitable orders for anywhere from one to fifty machines to help them over a peak load. Just a week ago, one of the big downtown banks borrowed a \$1,200 machine for a few days, and then telephoned us to take it back. We had nothing but a new

machine to lend. Now, you know that after a new machine has been sent out and used several days, it is no longer new from the sales viewpoint, any more than an automobile is new after you run it sufficiently to loosen it up. Yet, those bank people considered that they were patronizing a service maintained by this company for profit, and they will purchase one from a competitor without the slightest compunction if there is any advantage in price, or even if the other fellow's salesman happens to drop in the day they decide to purchase."

"But the trial method is widely used in selling office appliances," I said. "Hardly a week goes by but somebody wants to leave a typewriter or a check protector, or a set of pneumatic keys or some other device with me. Recently, a new model dictating machine was brought in and installed with an expenditure in time and wiring that must have run into real money. The machine was to be left as long as I wanted to use it, and taken away without argument, if I didn't want to buy it. There must be some merit in the plan, or it would be dropped."

#### HE BOUGHT IT

"Did you buy the dictating machine?"

"Yes, I did."

"Why?"

"Because it was better than my old one, sensitive enough to almost record a whisper, and therefore gave better service."

"The dictating machine" said the calculator man, "is still in the period when a free trial is necessary to let prospective purchasers get acquainted with it. When calculating machines were in the trial stage people either knew nothing about them or hated the machine idea. The average bookkeeper bristled and wanted to run a race with the machine to show that he could add figures faster and better. Why, just the other day a Chinese visitor at our factory, animated by this same resentment, offered to run a race against the machine with an abacus, and

was still unconvinced when the machine beat him in speed and accuracy. By letting the bookkeeper use the machine, instead of arguing with him, he discovered its good points, and ultimately—at least ten years ago, as I said—there was nothing left to argue."

"The dictating machines are in this same stage of development. To use them, both the dictator and the stenographer must learn new methods of work, change their habits, which is something few human beings like to do. If a horse shies at some strange object, a good trainer will lead him up to it, let him see, smell and feel it, and get over his fear through acquaintance. The trial demonstration does the same for new office appliances."

"However, John H. Patterson never permitted a salesman to grant a trial of the cash register. Instead, he taught his men straight selling with a standard approach and argument that was a demonstration in itself. If a salesman had placed a cash register on trial, he would have been discharged. And he would be fired if John H. discovered that he hadn't the necessary bunch of silver change in his pocket with which to make the standard demonstration of the cash register."

"If the free trial was good for the calculating machine, why not the cash register?" you may ask. The answer is simple: Prejudice against the calculating machine disappeared when bookkeepers learned how it lightened work. But the prejudice against the cash register was that of sales people who resent a check upon their honesty, often with good reason, and were interested all through the demonstration in proving that the machine was no good.

"In the office appliance field there is a similar parallel—the difference between calculating and bookkeeping machines. You can put a calculating machine in any office and it will immediately prove useful in doing the ordinary arithmetic incident to keeping books. If you don't want it, it can be taken away, and the old bookkeep-

# —speaking of Radio buying power

MENTION "radio buying power" and people are apt to think of the \$80 or \$90 a year spent by the average family with a radio set. But how much more important than the radio buying power of a radio set owner and his family is the buying power of radio retailers and wholesalers.

The yearly purchases of the average radio retailer are over \$13,000 in retail value, while many retailers' annual purchases are figured in hundreds of thousands and even in millions of dollars. For example, four radio retailers who subscribe to "Radio Retailing" bought and sold \$7,000,000 worth of radio last year. And five other subscribers—wholesalers—sold \$10,000,000 worth of radio products between them.

It is the aim of radio manufacturers and their advertising counsellors to cultivate first the greatest *radio buying power*. Their first consideration is therefore to cultivate the radio retailers and wholesalers. These are the men who bought and sold over \$400,000,000 worth of radio products last year. These are the men who read "Radio Retailing."

The largest paid circulation (17,135) and the largest total circulation (30,000) of any radio trade publication is offered by

## Radio Retailing\*

*The Business Magazine of the Radio Industry*

McGRAW-HILL PUBLISHING COMPANY, INC.  
473 Tenth Avenue, New York City

\* "Radio Retailing's" July, 1926 issue shows a 96% gain in advertising over the July, 1925. This indicates radio manufacturers' attitude toward its coverage, reader interest and advertising value.

ing method resumed. When you put in a bookkeeping machine, however, the whole method of bookkeeping has to be changed, and if the machine were rejected the books must be changed back. Therefore, a machine of that type is sold, not by free trial, but by selling the prospective customer a more modern way of keeping his records.

"After an appliance has become generally known, the free-trial method of selling has bad effects on the salesmen, the customer, and the manufacturer. The salesman learns to rely on the trial, where he should make a straight sale. He sells the trial to the customer instead of the machine. The bad effect upon the customer and manufacturer is seen in this hang-over practice of borrowing and lending machines."

"What is the solution? You must have thought this thing out more than once—what's the answer?"

#### POLICY WILL CHANGE

"Well, this isn't official, because our folks at the factory haven't seen fit yet to change the policy. But speaking personally, I anticipate a day when our field will be invaded, as the typewriter business was, by the low-price computing machine. That will mean not only slender margins of profit, but a radical change in the basis of selling.

"When the portable typewriter first appeared, margins on standard machines were liberal, and sales made almost entirely through salesmen. To sell through his own salesmen, the manufacturer must maintain branch offices, pay salaries, train salesmen, stand the expense of turnover in the sales force—in other words, meet very heavy overhead expenses that go on regardless of sales or the state of business.

"The portable typewriter came on the market at about half the price of the standard machine, and it was sold, not through the manufacturer's salesmen, but almost entirely through dealers and advertising. Once upon a time,

the typewriter, too, had to pass through its free-trial period. Christopher Sholes invented a machine that was practical in principle but defective in workmanship. He couldn't make it well enough in a Milwaukee machine shop to stand up under service. The Remingtons took Sholes' typewriter into their arms factory, at Ilion, N. Y., and made the first writing machine that the public could buy and use.

"Then, for ten years it lagged, because the Remingtons did not know how to sell it. At first, not only was a free trial necessary, but the typewriter manufacturer had to furnish an operator—which meant persuading women to learn the machine and teaching them how to operate it. That, in turn, led to free employment departments for stenographers and typists, which are still maintained in that field. Firm after firm of selling agents battled against the problem of introduction, until finally Wyckoff, Seamans and Benedict contracted with the Remingtons for the sales agency of the entire world, undertaking to sell as many machines as the manufacturers could turn out. By free trials and the training of operators, they made the typewriter an indispensable fixture in every office.

"When the portable machines came out, few of the oldest people found in business offices could remember the days when there were no typewriters. The present generation not only thinks of the writing machine as a matter of course, but has learned that its field of usefulness goes far beyond the office. It was waiting for a writing machine convenient enough to be carried around while traveling and for use in the home. When such a machine appeared, no salesmen were needed to carry it from office to office—the work of selling could be handed over to the retail merchant. Told through advertising that there was such a machine, the public wanted it. Therefore, the retailer could put it on his shelves like any other staple, and in doing so he abolished



"There's no place like home"  
—and the *Graphic* goes there

## A gain of 905,146 lines

for the first six months of 1926 over the same period during 1925 finds the New York Evening GRAPHIC again leading all other New York Evening Newspapers except the SUN.

To reach such a commanding position in less than two years is a feat that throws previous records into the background and makes the New York Evening GRAPHIC a tower of strength in the New York evening newspaper field.

# NEW YORK EVENING GRAPHIC

Harry A. Ahern, *Advertising Mgr.*

25 City Hall Place, New York

Charles H. Shattuck, *Western Mgr.*

168 N. Michigan Ave., Chicago

# On This Factor All Successful Advertising Rests

*"You tell it to the millions — They tell it to the dealer"*  
—That's Consumer Influence

THE object of national advertising is to create consumer demand. That's its basic reason for being.

Profit advertising centers on that factor. Successful advertisers recognize that Mrs. O'Grady and the Colonel's Lady, plain Bill Smith and Bill Jones, are the real merchandise buyers of the country.

They tell every department store, every chain store, every corner merchant what to buy. Dealers buy for their customers, not for themselves. Jobbers buy what the "trade" tells them to buy. Sales sheets start with the consumer.

Thus, to pay out, advertising must sway the millions. *For consumer demand, as all records prove, is the only traceable source of dealer demand.*

Because they do, trademarks of goods in public demand are rated in the millions. The aim of modern advertising is to create, intensify and maintain

one thing—the demand of the millions.

That is why leading advertisers are flocking to the columns of **LIBERTY** . . . a magazine unique in the weekly field that offers four exclusive advantages which cut advertising costs to the consumer in the major way.

**"Meet  
the Wife  
Too"**

**1**

**"LIBERTY Meets the  
Wife, Too"**

85% of all advertisable products are influenced by women in their sale. Few advertisers today can afford to overlook "the wife" in the costly weekly field. 46% of **LIBERTY**'s readers are women.

Every issue appeals alike to men and women because of **LIBERTY**'s unique policy of editing to both. That means a 100% reading in the home. Because **LIBERTY** appeals to the whole family, its reading is multiplied.

## 2

**"No Buried Ads"**

Every ad in **LIBERTY** is printed at or near the beginning of a fiction or editorial feature. That's due to a unique type of make-up which no other publication employs. Thinking men don't ask, "Will my ad be read?" when that ad is booked for **LIBERTY**.

**78%  
Circulation  
in  
Big Buying  
Centers  
Only**

100%

circulation of more than 1,100,000 copies every week. **LIBERTY** is not sent to these readers wrapped up—unlooked for. They buy it, bring it home, read it of their own will. That means a circulation that is responsive because it is interested in **LIBERTY**.

## 3

**Minimum Circulation Waste**

78% of **LIBERTY**'s total circulation is in the districts which return 74% of the total taxable incomes of the country, 48% of the total motor car registration and in which by far the great majority of advertised products are sold.

**"No  
Buried  
Ads"**

**99%  
Newsdealer  
Circulation**

Results that achieve a very substantial reduction in inquiry costs. That are multiplying dealer sales. That are activating sales organizations, dormant to costly campaigns in less forceful publications, to respond to a man, almost overnight, to advertising in this amazing weekly.

For those reasons, **LIBERTY** has become an advertising sensation. Its rise is without parallel in advertising or in publishing. If your problem is reaching the consumer—find out what **LIBERTY** has to offer you.

## 4

**99% Newsdealer Circulation**  
**LIBERTY** has a net paid over-the-counter and newsdealer

**Have You Read **LIBERTY**'s Home Building Book—"One Little  
Innocent Article Started It"—Ask For It**

**5c **Liberty****  
*A Weekly for the Whole Family*

A net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Page rate, \$3,000. Rate per page per thousand, \$2.72. The cost of **LIBERTY** is lower per thousand circulation—back cover excepted—than any other publication in the weekly field.

all the costly overhead which appliance manufacturers have to meet in maintaining branch offices and their own sales organizations."

"But is there likely to be any home demand for adding machines?" I interposed.

"Hardly that, but there are thousands of small business concerns that could use a lower-price calculating device, and much of the work done in large offices could be transferred to such machines. The point is, that the calculating machine has now become as staple as the typewriter, as well known, as tightly closed to argument. When people can get such a machine at, say, half the price of the present device, they will use more of them. And the manufacturer who first markets such a machine will certainly recognize the advantages of dealer distribution over his own branches and sales force."

When a speculator carries stock too long, sacrificing his profit, Wall Street says that he has "overstayed his market."

Parallel with this is the overstaying in a market method of the kind outlined above.

#### THINGS THAT CHANGE MARKETS

Market methods change with the times. The public is "educated" to some particular thing that was strange yesterday. Population grows denser, or transportation facilities quicken, and the long-range, long-credit distribution through wholesalers covering large territories is abolished for State, and even city wholesalers, or the manufacturer's own merchandise depots. Growth in volume makes it possible legitimately to cut out one or more distributors. Producers mass many small outputs together, creating volume with which to change the marketing methods, as in soil products.

The biggest business problem in the country today is, unquestionably, cost of distribution. Everybody agrees that it is too high, and must come down. Retail distribution is being transformed to lower this cost, as in chain stores and department store consolidation.

Wherever distribution costs are actually lowered, the market method of the manufacturer is likely to change over night.

Nearly ten years ago, a survey of automobile marketing by an advertising research expert showed that there were a few nationally-advertised cars which dominated the market, and that the rest were in a precarious position. The nationally-advertised cars had the strong dealer organizations. Automobile Row in any city would report about 10 per cent of the dealers making money, invariably handling the advertised cars.

And now another student of the situation, reporting an alarming shrinkage in the number of automobile manufacturers, predicts that within a few years more there will be only about ten companies with an enormous production, supplying the whole country, and perhaps two or three dozen smaller companies making custom cars or other specialties for special demand.

This points to a new method of marketing automobiles.

In the early days, when people were eager to buy anything that would run, the dealer was waiting for the manufacturer's product, ready to pay cash for his cars because the public was waiting to take them off his hands for cash. By the time supply had caught up with and run beyond demand, there were nationally-advertised cars of such popularity that the dealer still solicited the manufacturer, the representation of a strong car being a highly-desirable business connection.

The manufacturer thus controlled the dealer. He made him pay cash, not only for cars at factory cost, but with the factory profit, so that the dealer steadily replenished the manufacturer's working capital and furnished some money for factory expansion. Naturally, the manufacturer had little reason to be interested in the dealer's welfare. Transactions ended at the factory door. If the dealer was successful in selling, he kept the agency. If he wasn't, another dealer got it.

But the time is now coming, say

# MR. FORD and the

## *Advertising he didn't believe in*

---

APPARENTLY spurred to further economies by the aggressive competition of his rivals, Mr. Ford is reported to have made drastic cuts in his budget.

"Cut it all out," he is quoted in regard to his present advertising appropriation. "I never did believe in it."

Read those last words again. In them you will find the real motive for Mr. Ford's action. No advertising effort can successfully struggle against such an attitude. Sooner or later the advertising campaign not wholly believed in drifts into the lost limbo that is crowded with efforts that were dubiously tried and—not so strange—didn't seem to work.

To our minds the advertising of the Ford automobile lacked what we consider a very essential quality. In spirit, in intent, in message, there was no distinct and quotable theme.

If, for comparison, the name Armstrong is mentioned, you think of beautiful patterns and colors of linoleum for every floor in the house.

Hamilton is the name of a watch so accurate that railroad men largely favor it. Maxwell House is that fine old coffee served by Southern aristocracy in the halcyon days "befoh de wah."

No matter how many arguments are advanced in the course of an advertisement for any of these products, one argument is in-

variably paramount. From it the big theme flows.

In our own practice, we believe that it pays to present the theme in the nature of a promise to the reader. A promise of information that the reader needs but did not previously possess. A promise of how your merchandise will work to his great benefit.

What might Mr. Ford promise in his advertising?

The Ford does not use the standard gear shift. Does the planetary transmission promise more in power or economy? The Ford dispenses with a service brake on the rear wheels and places it on the driving shaft. Does this make for better braking? If the hand accelerator has

advantages not found in the foot accelerator, wouldn't the public appreciate being told?

There are many ways of advertising any product. Work, try, experiment until a sound, workable presentation is found. Make that your theme. Present that theme in as many ways as you can practically devise. But present always that one theme.

A fairly simple test of the value of any advertising theme is this: Does it make for a simple quotable idea? Is it a conception that you and your advertising advisors can give in a few words, quickly — and that busy men and women will unconsciously quote to themselves when they think of your product?

#### GEORGE BATTEN COMPANY, INC.

*Advertising*



**NEW YORK**  
383 Madison Avenue  
**BOSTON**  
10 State Street  
**CHICAGO**  
McCormick Building

GEORGE BATTEN COMPANY, INC. • NEW YORK • CHICAGO • BOSTON

those who have studied this situation, when the automobile manufacturer must regard the dealer as his own branch sales manager. If the dealer shows exceptional ability, the manufacturer will cooperate with him, instead of merely keeping him. If a particularly capable salesman rises in the dealer's organization, the manufacturer will give him an opportunity to become a dealer on his own account, where, heretofore, such exceptional men have drifted to some other car or territory, or even found an opportunity in another industry.

Maybe that won't be exactly the way the automobile industry will redesign its marketing machinery—but a good many observers insist that the time has come for a radical change in marketing methods, the need for which is reflected in the increased output of cars, the decrease in prices, and the general transformation from a seller's to a buyer's market in Motordom.

At an intimate dinner the other night, where about a dozen men interested in scientific purchasing got together, one of the guests told me of another significant shift in marketing:

"My brother-in-law is a dry-goods jobber," he said. "Last year, we had quite a confab about his business. He had come to a fork in the road. Two classes of customers were his chief reliance—one, the city department store, which purchased in considerable quantities, and the other, the country department store, which bought rather sparingly. He was considering giving up the country stores and concentrating upon the city stores, as apparently his best customers.

"When I looked into conditions, however, it became pretty clear to me that just the opposite course would make the best marketing policy. For the city department stores are beginning to combine for syndicate purchasing. That is, the Gigantic Emporium in this city, and the Ladies' Paradise in another city, and Bargainsale Brothers in another town—maybe a dozen or twenty non-competing

establishments all told—will get together and send one or more expert buyers to Paris, London and Berlin, to purchase for all of them. No store singly could afford to send a good buyer, but through such teamwork, they can send the best men or women obtainable, and get the pick of the European centres at various factory prices. The buyer's salary and expenses are moderate when shared, and he has advantages in purchasing large quantities.

"This put my brother-in-law at an obvious disadvantage, and the prospects are that further changes in the big department store field will affect that branch of his business. But the country department stores still buy from him. They will continue to do so for many years. The more service he can give them, the greater proportion of their trade he can hope to get and hold. So I advised him to broaden his line, send his salesmen out with more samples, cover the country department stores more often by automobile, and build that branch of his business upon small frequent orders for a wide range of merchandise that the customer is not likely to purchase in any other way."

#### THE HORIZONTAL TRUST

Great changes in marketing are being brought about by what is called the "vertical trust"—an unholy name! The "horizontal trust" is one in which manufacturers in the same field consolidate or form a working agreement whereby prices are controlled. The "vertical trust," on the other hand, is one in which the individual manufacturer secures control of all his raw materials and accessories, benefiting by the profits and commissions that have gone to other manufacturers supplying him. Henry Ford is cited as the outstanding example of a vertical trust in this country, patterning after the late Herr Stinnes in Germany. Mr. Ford now mines his own coal and iron, has his own forests, his own railroad and steamship transportation, and is reaching out in other directions.

As an example, it is said that

Mr. Ford used to purchase treated cotton cloth for upholstering his cars. He found that by treating the cloth in his own plant, by his own method, it could be done better and cheaper. So he took unto himself the profit of an outside manufacturer who had previously performed this particular function.

A little later it was found profitable to make the cloth from cotton yarn purchased from spinners. Then it was learned that cotton yarns are marketed by brokers who get a commission for the service, so that when the Ford organization began spinning its own yarn it not only made the spinner's profit, but saved the brokerage commission as well.

There are a good many differences of opinion about vertical trusts, just as there are about horizontal trusts. The latter were sometimes combinations of concerns that should never have been merged—there is one classic example of the trust-forming era twenty years ago when an industrious promoter combined factories in an industry which, instead of making any profits on the product, had always made them on speculation in raw materials! The efficient horizontal trust often starts out with the handicap of too many expensive executives, holdovers from the individual concern, or, as time goes on it accumulates expensive executives, red tape and barnacles. There is the same sort of danger in the vertical trust, unquestionably—but meantime it is giving many folks serious marketing changes to ponder.

In the past, when business men talked about market changes, it was usually along the familiar line of "eliminating the middleman." The beautiful simplicity of that situation rather got lost in the theorizing about it — that any middleman who could be eliminated was automatically eliminated in a minute.

Probably the greatest outcry against the middleman arose in agricultural products — and the least wool was gathered. For it was found, upon attempting to do

business "direct from producer to consumer," that the consumer got an inferior article from the grower, the grower often got a bad debt in payment, and even where the business was done satisfactorily, it cost more than doing business through the regular channels of the produce trade. In a very little while, farmers embarking in co-operative marketing enterprises not only utilized the regular distributing channels, but took steps, like the California orange growers, to increase the hated middleman's business by advertising to bring him more customers.

It is now understood that the middleman, far from being wholly a creature of profit, actually renders a service for his profit. This is a fearful admission for the theorists who propose that everything go by the most direct line, from the farmer's grove to the housewife's kitchen, the factory door to the retailer's shelves—that the middleman actually does something useful for his money! Curses!

Yet he does, and while here and there a broker or commission merchant, or even an occasional wholesaler was being eliminated, other middlemen were springing into existence because other forms of distributive service were required.

Marketing is now being studied from a broader standpoint, to improve service and increase turnover as well as shorten distance and decrease marketing costs.

Yesterday, the marketing method was studied to see if it wasn't possible to eliminate some other fellow.

Today, it is being studied to find out where one gets off one's self.

#### T. W. LeQuatte, Advertising Manager, "Farm Life"

T. W. LeQuatte is now associated with *Farm Life*, Spencer, Ind., as advertising manager. For fourteen years he was advertising manager of *Successful Farming* and advertising director of the Meredith Publications, Des Moines, from which positions he retired early in 1923. Later, Mr. LeQuatte purchased an interest in The Potts-Turnbull Company, Chicago advertising agency, of which he became vice-president.

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# The Lillibridge Viewpoint

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Number Three   Issued from No. 8 West 40th Street, New York

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## Victor Godfroi, Practical Builder

**F**ORBES ROBERTSON, in his book, *A Player Under Three Reigns*, tells how Victor Godfroi solved the problem of building a new church when he became Curé of Notre Dame de Bonsecours.

It seems that the original very modest chapel of Bonsecours had been for many generations a celebrated place of pilgrimage. When Victor Godfroi was installed Curé, he at once decided to build a shrine worthy of this renowned spot. The parishioners protested on the ground that he might never be able to complete the structure—that their sacred chapel would be gone, leaving possibly a half-finished church in its place. But the Curé was not to be thwarted. He started raising the walls of the new Gothic church round the little chapel, and when the roof was on he then pulled down the old building and drew it bit by bit through the west door.

We are reminded of this every once in a while when we see some ambitious manufacturer ruthlessly tearing down a profitable little business of local proportions in the fever of building a grand business on a national scale. More than one half-finished structure of this kind, abandoned for lack of capital to complete it, is to be seen

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THE LILLIBRIDGE VIEWPOINT

along the business highway. Businesses that would have survived had they had a Victor Godfroi to show them how to build around their little business without disturbing it, until one day they could draw it bit by bit through the west door of a great national business.

**H**ENRY ECKHARDT of our organization wrote a short time since on "The Immeasurables of Advertising." His article is a rapid-fire of stimulating slants on "results." A copy gratis on request.

### Blue Hills Far Away

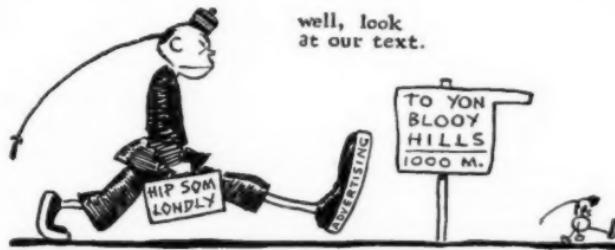
THOUGH we write the rest of the copy for our client, Chase Companies, Inc., we do not write the amusing little advertisements that appear daily in the metal trade papers. A Director of the Chase Companies writes them—because he loves to write this kind of stuff, and can, we think, do it better than anyone in our office, or in America for that matter. Nor does our Art Department draw the cartoons. F. G. Cooper does that—because he loves to illustrate copy like this with his whimsical pictures, and, we think, can do *that* better than anyone else.

The only credit we take for this campaign is that we had sense enough to see its possibilities in the first place, we hurried to bring the copy writer and artist together, and we added such enthusiasm as to get the campaign started.

A booklet in which 28 of these cartoon ads are reproduced will be sent on request. (Even to competitors!) Meanwhile, we reproduce on the facing page one of the current advertisements of this series. Was ever a better advertisement written for advertising?

THE LILLIBRIDGE VIEWPOINT

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## why the hills look blue

The Hills look blue because they are a long way off, and because the sun's rays strike small particles of dust and other things in the air and reflect back to your eyes the blue color.

Business looks blue sometimes for the same reasons, because it seems a long way off and there are lots of little things in the way.

However, the Chinese say, "The journey of a thousand miles begins with but a single step."

Advertising is a pretty good step.

# Chase Brass

CHASE COMPANIES, INC., WATERBURY, CONNECTICUT

OFFICES: Boston New York Newark Philadelphia Atlanta  
Rochester Pittsburgh Cleveland Chicago St. Louis  
Denver San Francisco Los Angeles

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THE LILLIBRIDGE VIEWPOINT

## Measuring Desire

**I**F you have read Willa Cather's "*The Professor's House*," you will remember reading this on page 29: "A man can do anything if he wishes to enough. Desire is creation, is the magical element in that process. If there were an instrument by which to measure desire, one could foretell achievement."

This probably explains the gratifying success of our "Objective Method" of planning a marketing program. We are so insistent in setting an "objective" (which is nothing more nor less than the crystallizing of a client's attainable *desire* and measuring it for him) that achievement comes along as a natural result.

If you have a curiosity to know more about this "Objective Method," we have a bulletin which explains it.

## Vacation Announcement

**I**T WAS ten years ago that we inaugurated the system, now happily becoming quite common, of closing up shop completely for two weeks in August instead of vacationing "piecemeal" all summer long. We are doing it again this year. From August 15 to 29, everybody will be away. The rest of the summer we will be running full blast, cooled by Wagner Fans\* and refreshed by Servel† "coldery."

\*Client      †Another client

6131-3

**RAY D. LILLIBRIDGE INCORPORATED**

*Advertising*

NO. 8 WEST 40TH STREET • NEW YORK

Telephone: Longacre 4000

*Established in 1899*

## Don't Fill the Home with Selling Talk

THE PENN MUTUAL LIFE INSURANCE COMPANY OF PHILADELPHIA

*Editor of PRINTERS' INK:*

President Frank L. Jones of the National Association of Life Underwriters has asked me to accept the chairmanship of a committee to report at the annual convention in September on the possibility of the use of the radio for broadcasting life insurance, and in the general publicity of life insurance. I believe you have considerable data with respect to this subject.

I am wondering if you will assist our committee by being so kind as to give me whatever information you have.

Thanking you in advance, I am,

J. ELLIOTT HALL,  
THE PENN MUTUAL LIFE INSURANCE COMPANY OF PHILADELPHIA.

WHENEVER we look back over the history of modern advertising we are always struck with the fact that the non-advertiser or the very new advertiser is among the first to make use of the bizarre, odd or novel in advertising.

The insurance business is a small and fairly new advertiser. For years, advertising agents have been breaking their backs and racking their brains trying to sell advertising in established and legitimate mediums to the insurance business. It's been a hard job and agents have succeeded in only a very small degree when the amount of time and work they have put in is considered.

The fact that insurance companies are giving consideration to radio is, in itself, an indication of the fact that advertising agents after years of hard work have not been able to make the insurance business wise in the use and appreciation of advertising.

Practically every advertising agent we have ever talked with on insurance advertising came to the conclusion that the big job that advertising could do for the insurance business was to put more dignity on the shoulders of the rank and file of life insurance salesmen. In other words to change the attitude of the public toward the life insurance salesman; to make the public think of

the life insurance salesman as a counselor and advisor and not as a persistent pest.

Certainly if the insurance business goes and forces itself into the home by the use of radio broadcasting, the money thus spent will not alleviate in any way the resentment that much of the public still shows toward a life insurance agent when he calls. On the contrary, it will increase that resentment, in our opinion.—[Ed. PRINTERS' INK.]

## The Sur-Rebuttal in Selling

It is probably true that for one dealer who actually needs to be shown reasons why he should stock a line, there are three dealers who merely need to have their unexpressed reasons for not buying discovered, exposed and answered. In other words, the task of the average manufacturer's salesman is not so much one of oratory but of detective work and, as the debaters would call it, of sur-rebuttal.

For instance, of what possible use can it be to spend long hours in trying to persuade a dealer that he ought to have a standard brand of delivery wagon, cash register or adding machine, if his mouth is already really watering for them, and he knows their good points almost as well as you, only his cash balance is at a minimum and he thinks it would be suicidal for him to further extend himself financially?

Under such conditions, a salesman's time can far better be expended in a little talk with the dealer's banker or in talking instalment payments to the dealer himself. Too much salesmanship is wasted in carefully working up an almost overpowering desire for goods when, in reality, that desire already exists.—"Meredith's Merchandising Advertising."

## Bridging the Gap Between Convention and Delegate

VICK CHEMICAL COMPANY  
GREENSBORO, N. C., July 8, 1926.

*Editor of PRINTERS' INK:*  
Allow me to congratulate you on the reports of the International Advertising Association convention given in your issues of June 24 and July 1.

I had the pleasure of taking in this convention and, naturally, was unable to cover all sessions so the outlines of each session and the complete speeches of other sessions fill a much needed gap.

VICK CHEMICAL COMPANY,  
A. T. PREVER,  
*Director of Sales.*

## Joins S. C. Johnson & Company

Meredith Bruce, formerly with the Lloyd Manufacturing Company, McMinnville, Mich., has joined S. C. Johnson & Son, Racine, Wis., Johnson's polishing wax, as sales promotion manager.

# How a Change in Copy Boosted Sales

The See-Why Company Discovers What Dealers and Consumers Like to Be Told

IT was back in 1917 that medical authorities began to recommend the general prescription of live yeast as a health-giving food. How this idea obtained public acceptance is a matter of record. While the sales of yeast as a food were growing daily, a man in New York, Dr. W. B. McLaughlin, was performing a series of experiments in an attempt to blend yeast with chocolate, which Americans consume in such large quantities.

After many months of experiments, he succeeded in making such a blend. The new product was financed and the See-Why Company, of Chicago, acting as distributor, began an advertising campaign. This product was called C. Y. Chocolate Yeast Wafers. In each wafer there was blended with the chocolate as much yeast as one cake of compressed yeast contained, and it was suggested that people eat them as a remedy for lost appetite and other ills. "An ounce of prevention is worth a pound of cure" was used as a lead in the copy, and the public was told to get back their pep and energy by eating the new chocolate yeast tablets. But there was no general rush to form in line at drug stores and grocery stores to demand the new blend of chocolate and yeast. During the fall of 1925 and early this year, the advertising was running but it wasn't getting over in a big way. Consultations and considerations of the factors in the case convinced the company that it had been using too much the patent-medicine type of copy and not enough of the positive sort of thought.

Instead of the patent medicine appeal, a few months ago a totally new type of copy which had been worked out in the meantime, began to appear in newspapers in the Middle West.

"Yeast, of course, is good for you" this new copy said. "But enjoy it in the new form of delicious chocolate wafers. By this time many know that regular yeast eating will remedy many ills." And then it went on to explain how pleasant and good tasting was the new chocolate yeast blend. Dealers were told that they qualified on this profit-making idea whether they were in the drug, grocery, cigar or confectionery trade.

Subsequent consumer copy quite naturally made a specific appeal to mothers, that yeast combined with the chocolate flavor would not be difficult to feed to growing children. Each advertisement carried a little drawing showing a cake of yeast inside a ring of chocolate and the slogan "blended not coated."

Subordinated in the copy was a laboratory analysis showing that a definite proportion of yeast was present in each C. Y. tablet and that a fermentation test showed the yeast to be alive and active.

The change in copy has resulted in largely increased attention from consumers and retailers and also in greater sales.

"Both the consumer and dealer response to our advertising is very gratifying," said W. E. Guilford, sales and merchandising manager. "We have had several applications from jobbers who now desire exclusive control of C. Y. This is quite a distinct reversal of position on their part, and it has happened since and because of the appearance of our new copy. The inquiries coming to us from the new copy are increasing daily."

The new copy is running in approximately 200 newspapers in twenty States, and a direct-mail campaign to druggists reproduces the consumer copy and talks turnover and profit to the retailer.

THE  
BUTTERICK  
QUARTERLIES

Advertising Department

41st St. & 6th Ave  
NEW YORK CITY

July 7, 1926

Mr. Douglas Taylor  
Printers' Ink  
195 Madison Avenue  
New York City

Dear Taylor:

Please insert page announcement  
that the Autumn 1926 issue of The Butterick  
Quarterlies, just closed, shows a

3 5 % INCREASE

in advertising revenue over the previous  
Autumn.

Cordially,  
J. J. Maxwell  
Manager  
THE BUTTERICK QUARTERLIES

J. J. S.  
Insert 7/15  
J. Taylor



*"There's a Difference  
In Farm Papers"*

**G**OOD business methods in farming, good living and modern farm life are best known to the general farm families living in America's food-producing heart.

Successful Farming's circulation is mainly concentrated in this section which comprises a fourth of the total U. S. land area. Here, where more farms are electrified, more automobiles and more buildings per farm are owned, and with an annual income equal to half the nation's farm total, you will find Successful Farming used as a guide. It is the handbook on a million farms in the "Heart States."

### MEREDITH PUBLISHING COMPANY

SUCCESSFUL FARMING—THE DAIRY FARMER  
BETTER HOMES AND GARDENS

F. O. BOHEN, *Advertising Director*

E. T. MEREDITH, *Publisher, Des Moines, Iowa*

# SUCCESSFUL

Advertising Office

Des Moines

Chicago

New York

St. Louis

**"You Run No Risk--  
when you buy goods ad-  
vertised in its columns,"**

is "one of the reasons why," L. D. Sine tells us, he renews his subscription to *Successful Farming* promptly, each time it expires.

Such reader-confidence is likewise "*one of the reasons why*" *Successful Farming* is used as the backbone of their farm paper list by so many of this country's leading advertisers.

# **UCCESSFUL FARMING**

Advertising Offices:

St. Louis

Kansas City

Minneapolis

San Francisco

July 15, 1926

# The Plain Dealer

# ALONE!

*will sell it!*

**3,000,000**

In the great Northern Ohio area with its manufacturing centers, productive farms, good roads and industrial activities are 3,000,000 prosperous people—folks with money to spend—**BUYERS!**

Are you tapping this responsive market?

# The Cleveland Plain Dealer

*in Cleveland and Northern Ohio—*  
**ONE Medium ALONE ~ One Cost Will sell it**

J. B. WOODWARD  
110 E. 42nd St.  
New York

WOODWARD & KELLY  
350 N. Mich. Ave., Chicago  
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.  
Times Building  
Los Angeles, Cal.

R. J. BIDWELL CO.  
742 Market Street  
San Francisco, Cal.

# Politics Needs Advertising, Pacific Coast Clubs Are Told

Departmental Sessions Get Large Attendance

DELEGATES to the convention of the Pacific Coast Advertising Clubs Association, in San Francisco last week, brought away ideas for constructive services in which advertising may have a part. The convention, as reported by wire last week, was attended by 750 representatives from clubs in California, Washington, Oregon, Alaska and Hawaii.

Governor Wallace R. Farrington, of Hawaii, who headed in the Honolulu delegation, put over in telling fashion the part that advertising might play in building good government.

"The figures show that only 50 per cent of all those entitled to vote exercise the privilege," said Governor Farrington. "This means that there is only 50 per cent distribution in the voting business. Any advertising man will agree that 50 per cent is not good enough. I can imagine no better way for a rich man to distribute his wealth than to leave a legacy to be spent in advertising to our citizens their duty and privilege as voters. We need more business in politics."

Advertising was called upon to do a big job in the problem of distribution by Alvin Dodd, of the United States Chamber of Commerce, and the same job was assigned by Lew Hahn, managing director of the National Retail Dry Goods Association.

"The business of production is largely solved," said Mr. Hahn. "Financing production amounts principally to multiplication of factories. With production speeded up, the distribution problem has become more difficult. Every new line, heavily advertised, makes one more line that the dealer must handle, and slows down production."

C. K. Woodbridge, president of the International Advertising Association, after pointing out the accomplishments of advertising in

raising living standards, making people want things and work to get them, struck a warning against unsoundness.

The departmental programs were unusually well attended. The delegates in the first session of the direct-mail departmental, for example, overflowed the room. Department talks were informal, with much discussion and interchange of experiences.

Noon meetings on each day were devoted to a contest of three-minute orators who talked on "How Can Waste in Advertising Be Reduced?" "What Should the Merchant Expect from His Advertising?" and "Can Advertising Stabilize Prosperity?" The speakers had been selected by elimination contests held by the various clubs. The contest formed one of the most interesting features of the convention.

Marshall N. Dana was elected president. He is editor of the Portland *Oregon Journal*, and presided at the inspirational meeting held on July 5 at Oakland.

## Curtis Reports Income

The Curtis Publishing Company, Philadelphia, publisher of *The Saturday Evening Post*, *The Country Gentleman* and *The Ladies' Home Journal*, in its annual report states that its net income for the year ended December 31, 1925, amounted to \$15,701,510, after all reserves and charges.

## Has Robert Bosch Magneto Account

The Robert Bosch Magneto Company, New York, manufacturers of automotive equipment, has placed its advertising account with the Ajax Advertising Agency, also of New York.

## Robert Campbell Heads Celluloid Company

Robert Campbell, formerly vice-president of Congoleum-Nairn, Inc., Philadelphia, has been elected president of the Celluloid Company, Newark, N. J.

## What Should Be Charged to the Advertising Appropriation?

O. W. RICHARDSON & Co.  
CHICAGO, ILL.

*Editor of PRINTERS' INK:*

Can you tell us what is considered standard practice in relation to what items are charged against the advertising appropriation?

We have followed the plan of charging all salaries of the advertising department to the appropriation, but have recently been informed that it is the best practice to charge salaries to overhead and charge against advertising appropriation only the amounts spent for "white space," direct mail and art work.

O. W. RICHARDSON & Co.  
L. S. TIFFANY,  
President.

**A**BOUT everything from ink-wells to new shoes for salesmen has been charged to the advertising appropriation at some time or another. For years the appropriation was a general catch-all for expenses that executives didn't want allocated somewhere else. Of late years, however, advertisers have come to realize that the advertising account is one of the most important on the books and that every dollar that is wrongfully charged to advertising means a dollar's worth of effective selling lost.

In answer to Mr. Tiffany's inquiry we may say that accepted practice is to charge advertising department salaries to the appropriation. This is always taken into consideration, however, when the size of the appropriation is determined, more money being allotted to advertising when salaries are included than when not.

In an article, "What Expenditures Should Be Charged to the Advertising Account?" in PRINTERS' INK, November 16 and 23, 1922, there was printed a helpful list, based on the practices of more than 100 leading advertisers. Following is a digest of that list:

*Charges that belong in the advertising account:* Paid advertising in all recognized mediums such as newspapers, magazines, business papers, farm papers, technical, religious and class publications, theatre programs, direct advertis-

ing, street-car cards, outdoor displays, window displays, counter displays, store signs, novelties, outdoor signs, booklets, house-organs, and, in fact, all printed and lithographed material used directly for advertising purposes; cartons and labels, when used solely for window or store displays, catalogues, salaries of all advertising department employees and executives, art work, photographs, drawings, engravings, electrolytes, etc., transportation on advertising material, including postage, motion pictures, slides, calendars, stationery and forms used solely by the advertising department.

*Charges that do not belong in the advertising account, although frequently put there:* Free goods, picnic and bazaar programs, charitable, religious and fraternal donations, cartons, labels, packages and stationery used outside the advertising department, price lists, salesmen's calling and advance cards, house-organs going to the factory, bonuses to trade, special rebates, entertaining customers or prospects, showrooms, demonstration stores.

*Borderline charges, that may—or may not—belong in advertising account, depending on circumstances:* Samples, demonstrations, fairs, canvassing, rent, light, heat, telephone and other overhead expenses apportioned to advertising department, house-organs going to salesmen, advertising automobiles, premiums.

Advertising is a definite business force with great potentialities. It merits a place high above that accorded to "miscellaneous" on the accounting sheets, yet frequently it gets far more than its share of miscellaneous expenses. As can be seen by the above list, the line of demarcation between expenditures that belong in the advertising account and those that don't is usually pretty clearly marked. A company that allots 5 per cent of sales for advertising and then spends some of the money on charity and salesmen's prizes is not getting anywhere near its 5 per cent's worth.—[Ed. PRINTERS' INK.]

## Five-Year Campaign Planned by New Apple Association

Plans for launching a five-year sales promotion and advertising campaign on behalf of the apple industry of Washington, Oregon and Idaho, were consummated at a meeting of representatives of the apple industry, held last week in Seattle. The conference marked the organization of Pacific Northwest Boxed Apples, Inc., a stock company, to conduct the campaign.

J. Walter Heber, manager of the Yakima Fruit Growers' Association, was elected president. A. F. S. Steele, manager of the Apple Growers Association of Hood River, Oreg.; N. W. Mogge, of the Northwest Fruit Distributors' Association, of Wenatchee, and F. M. Shields, of Walla Walla, were elected vice-presidents, and E. M. Gillette, of the Wenatchee Fruit Distributors' Co-operative Association, treasurer. Thomas B. Hill, of the Seattle Chamber of Commerce, was chosen to act as secretary until the appointment of a secretary-manager, who will be a salaried official.

It was decided to raise an advertising and trade promotion fund by an assessment on growers and shippers. For 1926 the assessment will be one-half cent a box on the growers and fifty cents a carload on shippers. For the succeeding four years an annual contribution of one cent a box by growers and one dollar a carload by the shippers, was decided upon. It is estimated that \$200,000 will be raised this year and \$400,000 a year for the remaining four years of the campaign.

## George M. Taylor Dead

George M. Taylor, part owner and managing editor of the Portsmouth, Ohio, *Morning Sun*, sacrificed his life last week while attempting to save his eleven-year-old daughter from drowning. He was fifty years old and had been with the *Morning Sun* for five years. Prior to that time he had been with the *Portsmouth Times*. He is survived by his brother, Harry E. Taylor, publisher of the *Morning Sun*.

## Advertisers to Discuss Marketing Tendencies

"New Tendencies in Marketing" will be the keynote of the forthcoming annual meeting of the Association of National Advertisers, Inc. The meeting place has not been finally determined but consideration is being given to several places in the East. The dates of the convention are November 8, 9 and 10.

William A. Hart, director of advertising of E. I. du Pont de Nemours & Company, is chairman of the program committee.

## New Account for Marx-Flarsheim

The advertising account of The Alvey-Ferguson Company, Cincinnati, manufacturer of conveying machinery, has been placed with The Marx-Flarsheim Co., Cincinnati advertising agency. A campaign in trade papers reaching manufacturing industries is being planned, together with direct-mail advertising.

## Fall Campaign Planned

Newspapers and magazines will be used in a fall campaign which Robert Collier, publisher, is planning to conduct on "The Book of Life." This advertising will be directed by the New York office of the Ferry-Hanly Advertising Company.

## Joins Beecher, Peck & Lewis

V. Bruce Knapp has been appointed advertising and sales promotion manager of Beecher, Peck & Lewis, Detroit, book papers. He was formerly with the G. Logan Payne Company, publishers' representative.

## Shoe Account for Shelby Syndicate

The Moore Shoe Company, St. Louis, has appointed the Shelby Syndicate, St. Louis advertising agency, to direct its advertising account. Business papers and direct mail will be used.

## June Chain Store Sales

Company	June 1926	June 1925	% Gain	6 Months 1926	6 Months 1925	% Gain
F. W. Woolworth...	\$19,020,573	\$17,922,166	6.1	\$107,197,761	\$101,296,280	5.8
J. C. Penney.....	9,092,751	7,037,216	29.2	46,074,953	35,669,008	29.1
S. S. Kresge.....	8,834,307	7,897,531	11.9	49,837,307	44,654,910	11.6
L. K. Liggett.....	4,138,190	3,512,691	18.0	24,736,831	20,422,036	21.0
S. H. Kress.....	3,807,155	3,342,880	13.8	21,688,113	19,240,311	12.7
W. T. Grant.....	2,639,607	2,356,731	12.0	14,395,437	12,601,981	14.2
McCrory Stores.....	2,357,811	2,190,000	7.6	14,180,817	12,078,609	17.4
Childs Company.....	2,113,289	1,809,716	16.7	12,637,233	11,507,729	9.8
Metropolitan.....	855,877	623,153	37.3	4,305,748	3,327,305	29.4
F. & W. Grand.....	778,451	636,309	22.3	4,401,845	3,249,332	35.4
Loft, Inc. ....	601,194	502,949	19.5	2,114,470	1,968,277	7.4
Peoples Drug Stores..	485,619	423,889	14.5	2,838,214	2,561,791	10.7
Leonard, Fitzpatrick, Mueller Stores .....	427,642	370,119	15.5	2,486,836	1,819,230	36.7
I. Silver & Bros. ....	305,648	274,353	11.4	1,867,343	1,639,056	13.9
Neisner Brothers .....	294,399	165,141	78.0	1,471,855	929,806	58.0
Fanny Farmer .....	228,768	152,512	66.3	1,513,094	1,103,801	38.9



IN Dayton, industrial plants employing 41,000 produce a quarter of a billion dollars' worth of goods each year, building cash registers, refrigeration and lighting plants, duplicators, ignition systems, autographic registers, airplanes, and half a hundred other products known the world over.

There is one broad, direct highway to the men who buy for Dayton industries. Here 83.7% of the circulation of SYSTEM, THE MAGAZINE OF BUSINESS, is concentrated among the three classes of executives who initiate and approve purchases — and who must be "sold" first!

**SYSTEM**  
*The MAGAZINE of BUSINESS*

NEW YORK

CHICAGO

LONDON

# In DAYTON

Members of the executive groups which control Dayton's huge industrial and mercantile operations comprise 83.7% of the Dayton circulation of **SYSTEM, THE MAGAZINE OF BUSINESS.**

## PROPRIETARY

Owners.....	98
Partners.....	60

## CORPORATE OFFICIALS

Presidents.....	153
Vice-Presidents.....	29
Treasurers.....	54
Secretaries.....	35
Bank Cashiers.....	5

## OPERATIVE EXECUTIVES

General Managers and Assistant General Managers.....	94
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## Superintendents and General Foremen.....

52

Sales Managers..... 37

Comptrollers, Auditors and Ac-  
countancy Executives..... 28

Professional..... 22

Purchasing Agents..... 12

Financial Executives..... 8

Office Managers..... 7

Credit Managers..... 6

Traffic Managers..... 3

Sub-total (83.7%)..... 703

## OPERATING AND MISCELLANEOUS

Selling.....	77
Office.....	38
Miscellaneous.....	22

Total (100%).....	840
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This is the fourth of a series of advertisements giving analyses of circulation in typical cities. If you missed the first three, write for copies today!



The advertiser basing his agency decision upon competitive plans places a premium upon superficial brilliancy, invites deception and in all likelihood closes the door to the organization best suited to serve him. McJunkin Advertising Company's 21-year record for long continued service to its accounts is based upon plans prepared after, not before, adequate opportunity to study advertisers' requirements.

5

McJUNKIN ADVERTISING COMPANY  
DOMINANT IDEA ADVERTISING  
5 SOUTH WABASH AVENUE, CHICAGO

# Is It the "Week" Idea That's Weak?

Or, on the Other Hand, Isn't It Often Poor Merchandising That's to Blame When the "Week" Fizzles?

By D. M. Hubbard

A FURNITURE manufacturer, one of the largest advertisers in that industry, was describing some of his experiences with the "week" as an added or auxiliary sales-advertising motor. He stages two of these weeks each year, one in April and one in October. His convictions concerning them are solid. In his eyes, they are stimulators with a capital "S"; builders of sales and builders of merchants, too.

His house began the practice in 1922, so it has had rather a fair amount of experience with "weeks."

He spoke proudly of the number of lines of advertising his dealers had devoted to his merchandise during the "week" held in the fall of last year. The figure was near a million, as I remember it. "Special prices," he said, "made it imperative for dealers to take from 10 to 25 per cent less profit on merchandise sold during the 'week.' Our own profits for the event are negligible. If we break even we are quite satisfied.

"The real value of getting the trade to concentrate on selling our merchandise for a week lies in the manner in which it teaches dealers to push our lines long after our 'week' and the specials offered during that week are forgotten. When they get into the 'week' in earnest they are bound to discover that ours is a good house to tie to. They find, in spite of the almost continuous cycle of so-called sales in the furniture industry, that they can make money with our lines. Our furniture 'weeks' are here to stay. Dealers would not let us give them up if we wanted to do so.

"When one of our 'weeks' is over we begin to cash in on the event. For a full week our dealers

have been talking our merchandise to the exclusion of many other lines in their stores. They have spent their money on local advertising to back up our national advertising. They have seen good-sized crowds brought to their stores by the advertising of a widely known make of furniture offered at special prices for a few days.

"Do you think that their interest in selling our lines is going to die on Saturday night merely because the week has closed then? Certainly not. Our sales are stimulated most when our week has become history. That is when dealers and we draw our dividends on the time and money spent to promote our 'week'."

## IS THE IDEA SOUND?

Is the idea of getting dealers to concentrate for a day, for two days or for a week in a drive to promote sales fundamentally sound? Is there any good reason why a manufacturer should feel he is committing himself to an uneconomic or obsolete method of sales stimulation when he decides to put on a week in behalf of his product?

Those questions are prompted largely by an article "What Dealers Think of the 'Week' Idea" by H. J. McGrath, advertising and sales manager of The Fair Department Store, Tacoma, Wash., which appeared in the June 24 issue of PRINTERS' INK. Mr. McGrath, a retailer in point of view at least, points out some of the ridiculous lengths to which the "week" has been carried and suggests that it has been run to death. He condemns it as a stunt from which the newness has long since been rubbed. A joke, an absurdity, a "weak" idea—these mildly deroga-

July 15, 1926

tory epithets he applies bluntly. The "week" is not a sound merchandising idea because a fairly large number of important advertisers use it. They use it because they believe it to be sound. It is not usual to find well-managed businesses wasting their energies and dollars year after year on schemes which do not produce something akin to the results they are after. Some advertisers will try anything once that looks good. Not many will keep at the idea persistently, if it turns out to be a flash in the pan stunt. There is an old adage about burned fingers and the fire. Perhaps advertisers are more familiar with the sharp teeth in that old saw than any other group; consequently, when prominent advertisers like Cogoleum, Squibb and a long list of others make the "week" a part of their sales promotion work year after year that fact seems to point to a conclusion. The conclusion is simply: the "week" idea itself is not inherently unsound; if the "week" proves a fizzle, it hasn't been planned right or merchandised well.

Last fall, the National Association of Farm Equipment Manufacturers decided to hold a Better Farm Equipment Week in March, 1926. Various member companies of this association look on the first attempt as a moderate success. They are going to hold another in the spring of 1927, the decision being unanimous. What these manufacturers did to make their first "week" sell farm implements and what they learned about making their second try even more productive will be of interest and perhaps of value to other manufacturers or industries that may be weighing the possibilities of getting back of this kind of sales promotion.

The farm equipment people made a good start. There is always a fair attendance of dealers present at their convention. The manufacturers, before they made any decision about holding a "week," first sounded out the dealers for their views. I sat at lunch with a group of dealers at the session last October when the

idea was first broached. They were solidly for it. Two of them spoke enthusiastically in favor of it. As a unit, they promised to co-operate with the manufacturers. Perhaps there is a hint there for the manufacturer who is doubtful about the value of a "week" to his business. Let him do a little investigating among dealers in advance of making any decision. Mr. McGrath makes that same recommendation and I think it is a valuable one.

When the flurry of the implement convention had died away, association headquarters made up a list of helpful suggestions which was sent to dealers everywhere. It recommended that Better Farm Equipment Week be made the occasion for:

1. Store openings somewhat on the order of those held by the large city department stores. With special entertainment features these bring crowds and indicate a dealer as a progressive merchant with new and improved merchandise.
2. Window displays for which many manufacturers would supply material.
3. Souvenirs and store contests with merchandise prizes offered.
4. Featuring schools for tractors, spraying, hitches, hog sanitation, running water, etc., in connection with displays and the "week."
5. Demonstrations and educational tests of various kinds of equipment, showing of industrial films which some manufacturers could supply.
6. Local newspaper advertising using an electro sent out by the association for headline copy. Direct mail tying up with the national advertising of manufacturers appearing in farm papers, handbills and road signs. Invitations mailed to selected lists of prospects and telephone calls.
7. Special attention to new and unusual items of equipment. Placing of samples in best possible condition for showing to prospects.

"Better Farm Equipment Week" was held from March 15 to 20 this year. About New Year's, the manufacturers went to work with their branch houses and began to advertise the event nationally in their copy. Association headquarters kept after manufacturer members, sending out inquiries asking what each was doing to make the "week" a success. This stirred up some of those manufacturers who were inclined to mark time.

The Governors of New York

and New Jersey formally endorsed the "week." In New York, the State farm bureau and grange officers were urged by the administration to make a special effort along educational lines to tie-in with the manufacturers' and dealers' drive. Some dealers in New York arranged to have State agricultural leaders, college authorities, and others make addresses and in several Eastern States the "week" became an educational, rather than a selling event. However, there was an accompanying sales increase in this section of the country large enough to make dealers eager to repeat the "week."

The Massey-Harris Harvester Company, of Batavia, N. Y., without overlooking co-operation for its more distant dealers, made the "week" an open-house event in its own immediate territory. Many farmers and dealers from the nearby farm counties visited the Massey-Harris plant and bought implements. C. E. Krause, assistant sales manager of the company, got the school authorities of Genesee County interested in better farm equipment. Children talked over the event in their homes, visited the plant and wrote themes on a number of topics suggested by Mr. Krause. All these efforts, together with the company's advertising, created buying interest and brought the company many tangible returns. Merchants in Batavia and the Chamber of Commerce got behind the "week" with advertising. Some dealers, whose immediate interests are not concerned with farming, borrowed implements to use in their own window displays.

Massey-Harris staged a more elaborate "week" in their home town than they would undertake to put on in a county seat several hundreds of miles distant where close personal supervision of details is many times more difficult, if not impossible. Their views do not substantiate any assertion that the well-advertised "week" is worn threadbare as a sales-promotion accessory.

The manufacturer with branch offices can utilize each as a sort of

central station for the radiation of "week" activities. That is the way the International Harvester Company worked its part in Better Farm Equipment Week. At the close of the week, F. W. Heiskell, advertising manager of International Harvester, sent a questionnaire to the company's branches to learn whether or not they felt enough had been accomplished to warrant holding it again next year. "So far only seventeen branches have reported," said Mr. Heiskell recently. "Thirteen are in favor of repeating the proposition; four are unfavorable to it. They don't believe much was accomplished in their territories. We have received replies from sixty-four dealers. Twenty-two are in favor of the proposition; forty-two are against it. I take it that in the main where the branch-house manager or the dealer got the idea in the first place and did something in an effort to cash in on the advertising they are in favor of it. Where they reported unfavorably there is an indication that they made no effort to do anything."

#### WHAT DEALERS REPORTED

At the offices of the Farm Equipment Manufacturers Association are dozens of reports from implement dealers from coast to coast describing what the "week" actually did. Some of these dealers feel thoroughly repaid for whatever outlay they made. Some of them are disappointed. Generally speaking, the results were satisfactory. As a rule, manufacturers in the industry co-operated with their dealers in sending them men and advertising material. Dealers who hooked up with the manufacturers with local advertising and displays sold more implements than usual and obtained leads for additional sales.

One dealer in Minnesota says: "We ran tractors, gasoline engines, feed grinders, grain cleaners, washing machines, etc., all around our buildings. Machinery ready for delivery was piled up ready for delivery all around the store. Since then, we have done almost a solid carload of barn-equipment

business. Besides, we have sold a good number of tractors and a couple of carloads of tillage tools. Our customers were entitled to a program and entertainment from us and we gave it to them. They like us better for the 'week' and are giving us more business. Several of the manufacturers we deal with gave us very satisfactory help. There are some dealers in our county here who did not and could not put on a program. They need more help next year. Our competitors did nothing, and I know they figured they would just slip in on our work. I hope they got some good out of it. We did and that's satisfactory to us."

Two implement dealers in Abilene, Kans., a town of about 6,000 population, thought the "week" worth trying. One of them used several pages in the local paper. He also put on a big store display and gave away a kitchen cabinet and a one and one-half horsepower engine. About 1,000 customers called and a fine prospect list for future use was secured. The other dealer also made a good-sized display and gave each farmer who called during the week a pair of nickel-plated pliers. They had a big crowd, made good sales and built up a fine prospect list.

What of the dealers who felt the "week" did not repay them for their efforts? One of the best dealers in Northwestern Kansas wrote to the secretary of his State association: "I am sorry to say that we did not make a special feature of Better Farm Equipment Week. Every week is better farm equipment week with us and we strive to have all our displays up in tiptop condition at all times. But we made a mistake by not pushing the idea especially hard during this one week. We did not believe or realize farmers would respond or be particularly interested in a thing of this kind, but we were mistaken. We are going to profit by our mistake next year."

An Iowa dealer reported that he had a thousand people in his store. None bought equipment or left orders, he said. He felt that farmers in his vicinity resented the "week." It is interesting to note

that another dealer in the same town also reported a thousand visitors to his store. About twenty bought equipment. The farmers thought the event was worth while, he said, and he favored making it an annual event.

The net of it, so far as the farm-implement manufacturers are concerned, is that they are going ahead with their "week" in 1927. The date is still to be settled. The question of a suitable date, it appears, is a matter of vital importance to any manufacturer who is considering the advantages of the "week" to his business. Most of the farm-implement dealers who were dissatisfied attributed their poor results to the dates set for last spring.

It may be that a "week" in behalf of some product which is seasonable should be zoned, so that Southern, Western and Northern States may be reached at the time when buying interest is sharpest. In this way, a manufacturer's salesmen and demonstrators can co-operate more fully than otherwise and cover more dealers' stores. On the other hand, national advertising focused on one week is simpler, more easily handled and better understood than when it tries to promote two or three separate weeks. It is this reason that led the implement folks to reject the idea of zoning farm-implement equipment week to accommodate various sections in 1927.

It is true the public has learned to scoff at the "week" which has no real reason back of it. Few dealers and buyers take any interest in the "week" that is a stunt and no more than that. They know it for what it usually is—an attempt to make something out of nothing. But suppose the buying public has lost the proper perspective as to the essential character of an industry or a certain type of merchandise. Suppose it believes that an industry is not keeping pace with improvements. Suppose buyers put off buying without reason until manufacturers and dealers have to forego decent profits. Then a "week" may be precisely what is needed to jolt Mr. and Mrs. Consumer into quick action.

# "A Major Contribution"

"Life and health are the great factors in happiness.  
To prolong life and improve the health of a  
large number of people is a major contribution."

—Earnest Elmo Calkins in *Printers' Ink*.

**T**O prolong life and improve health" is a perfect definition of the aim and purpose of PHYSICAL CULTURE.

That it has done just that for myriads of men and women is evidenced by thousands of unsolicited letters from grateful readers, as well as by the results of a recent questionnaire in which we asked 4,750 readers whether or not PHYSICAL CULTURE had been of definite benefit to them.

Ninety-seven percent (4,634) answered in the affirmative.

Even more gratifying was the enthusiastic nature of many of the replies. For, in answering this question, more than five hundred readers employed such expressions as "tremendously," "inexpressibly," "emphatically," "vastly" and similar enthusiastic superlatives.

In all they found eighty-seven different ways of saying YES emphatically.

Many even gave PHYSICAL CULTURE complete credit for saving their lives!

PHYSICAL CULTURE is making "a major contribution" to the health and happiness of 325,000 American families.

The intensity of their interest in the magazine is naturally reflected in their amazing responsiveness to the advertising carried in its pages.

# Physical Culture

W. C. W. DURAND, Advertising Director

1926 Broadway

New York

# How shall we judge in

*Is not their value based upon the market itself in terms of where that market really buys?*

**W**HERE do the Boston department stores get the bulk of their business? Do they draw their biggest volume from the 30-mile trading radius ordinarily credited to Boston?

They do not. That trading radius contains five other large cities with shopping centres of their own. 74% of all packages delivered by Boston department stores go to homes located within 12 miles.

This is proved by the Clearing House Parcel Delivery which serves nearly all the foremost Boston stores and which does not deliver outside an average 12-mile radius from City Hall because there is not enough business to warrant maintaining such delivery.

64% of all charge accounts in a most representative Boston store are also within the 12-mile area.

This shows the richness of this territory which has a per capita wealth of nearly \$2000.

And in this same 12-mile area are located most of the grocery stores, the drug stores, the hardware stores, the dry goods stores, served by any newspaper campaign in Boston.

## Why does the Globe lead?

THE GLOBE has the oldest woman's page in America. It is a page edited very largely by Boston women themselves.

The *Globe* deals with the smaller, local sports as fully as most papers deal with national events. It encourages attention from the high school lad—the man in the suburb.

And the **Globe** deals with local and national politics, with religious subjects, broadly and fairly.

These are the policies of the Globe. They must be sound if the Globe's preponderance of circulation in the real Boston is accepted as a measure of their appeal.

## Retailers want a concentrated demand

**T**HIN, wide-spread newspaper circulation may get distribution but it cannot build demand.

The *Globe* offers every national advertiser exactly what Boston retailers of every kind want—a concentrated, quantity circulation covering the quality homes that really buy in Boston.

If you want the greatest coverage of quality circulation in the Boston trading territory, buy the *Globe* first.

**Total Net Paid Circulation Is  
329,461 Daily 326,532 Sunday**

It is pretty generally true in all cities with large suburban population that, in the metropolitan area, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of a real seven-day reader interest with a minimum of casual readers of the commuting type.

# newspaper values Boston?



**In the Area A and B,  
Boston's 12-mile Trading area, are**

- 64% of department store charge accounts
- 74% of all department store package deliveries
- 61% of all grocery stores
- 57% of all drug stores
- 60% of all hardware stores
- 57% of all dry goods stores
- 55% of all furniture stores
- 46% of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates — 199,392 daily — 176,479 Sunday.

**The Boston Globe**  
*The Globe sells Boston*



THIS man developed a new and most excellent finish for wash goods. In five years, by advertising in the Economist Group and another business paper he has increased the number of his accounts on this line from scratch to over 7,000 and built up a business running into many millions a year—this despite the fact that his goods cost retail merchants  $9\frac{1}{2}$  c a yard more than similar goods finished by a different process. He knows the POWER of the Economist Group. If properly advertised, any good line can be profitably advertised to department and dry goods stores.

239 W. 39th St., N. Y.—and principal cities

## "For Goodness Sake Use —"

DORRANCE, SULLIVAN & COMPANY  
NEW YORK

*Editor of PRINTERS' INK:*

A discussion has arisen in our office as to whether the following slogan is now used or has ever been used for merchandise now on the market:

"For Goodness Sake Use —"

The idea, of course, is the play on the word "goodness."

If you can throw any light on this subject we shall greatly appreciate it.

DORRANCE, SULLIVAN & COMPANY,

WHILE the phrase "For Goodness Sake Use —" is not registered in the PRINTERS' INK Clearing House of Advertised Phrases we are quite certain that it has been employed by several advertisers. As a matter of fact, several communications similar to the one from Dorrance, Sullivan & Company, have been received asking for information about the same phrase.

If any subscriber knows of an advertiser who has used this slogan more or less consistently, we would like to have the name and address for our records.

Another slogan that falls into the same class is "The Name Brown on Tires is Like Sterling on Silverware." Requests for the names of advertisers using this phrase are often received.

Following are 150 slogans that have recently been registered in the Clearing House. The total number of registered slogans now is 3,816.—[Ed. PRINTERS' INK.]

*After All—Ink Makes the Picture.*  
Sigmund Ullman & Company, New York.

*Aids Circulation of the Blood.*  
(Brush) The Sealastic Co., Brooklyn, N. Y.

*All the Good Left In.* Cheek-Neal Coffee Company, Brooklyn, N. Y.

*Aluminum Ware with the Smooth Finish.* The Buckeye Aluminum Company, Wooster, Ohio.

*Always at Your Desk.* Thomas A. Edison, Inc., Orange, N. J.

*America's Best Known Shoes.* W. L. Douglas Company, Boston, Mass.

*America's Mediterranean.* Miami Shores, Miami, Fla.

*America's Most Beautiful Lamps.* Art Lamp Manufacturing Co., Chicago.

*As Delicious as Coffee Can Be.* Hanley & Kinsella Coffee & Spice Co., St. Louis, Mo.

*As Quick as Thought.* Thomas A. Edison, Inc., Orange, N. J.

*As Sweet as Love Songs.* (Butter Scotch) Kerr Brothers, Brooklyn, N. Y.

*Beauty and Warmth.* National Radiator Company, Johnstown, Pa.

*Best Cigar in Any Case, The.* Justin Seubert Co., Syracuse, N. Y.

*Better Banking, Better Service, Better Join Us.* Reliance State Bank, Chicago.

*Big Enough for Any Kodak Print.* Engel Art Corners Mfg. Co., Chicago.

*Brake with the Mighty Grip.* New Departure Mfg. Company, Bristol, Conn.

*Build That Set on Kelbrakes.* Kel-leradio, Inc., San Francisco, Calif.

*Built for Permanence.* (Kommon Sense Pan Racks) Milwaukee Heat Generator Company, Milwaukee, Wis.

*Built Like Fine Furniture.* (Kitchen Cabinets) Coppers Bros. & Zook, Napanee, Ind.

*Built Like a Watch.* (Oil Burners) S. T. Johnson Co., Oakland, Calif.

*Built Stronger Than the Bolt.* Bonney Forge & Tool Works, Allentown, Pa.

*Built to Endure.* Baker Gun Company, New York.

*Canada's Biggest Piano Value.* Sherlock-Manning Piano Co., London, Ont., Canada.

*City That Does Things, The.* Norfolk, Va.

*Cleans in a Jiff.* (Washing Powder) Dif Corp., Brooklyn, N. Y.

*Cools and Soothes as You Shave.* Frederick F. Ingram Co., Detroit, Mich.

*Crest of American Engineering.* Deusenberg Motors Co., Indianapolis, Ind.

*Cuts Dishpan Time in Half.* (Washing Powder) Dif Corporation, Brooklyn, N. Y.

*Cutter That Does Not Clog, The.* Papac Machine Co., Shortsville, N. Y.

*Distilled Motor Oil, The.* Sun Oil Co., Philadelphia.

*Do It With Air.* Buhl Mfg. Co., Chicago.

*Doing One Thing Well.* McDonnell & Miller, Chicago.

*Double Strength Paprika, The.* Korona, M. P. Kuczor Co., New York.

*Dry Back or Money Back.* (Outdoor Clothes) Lewis M. Weed Co., New York.

*Economy Gasoline.* (Tydol) Tide Water Oil Co., New York.

*Economy Oil for Fords.* (Forzol) Tide Water Oil Sales Corporation, New York.

*Every Driver an Escort.* Yellow Taxi Corp. of New York, New York.

*Every Mortgage Irrevocably Insured.* National Union Mortgage Company, Baltimore, Md.

*Every Woman Wants It When She Sees It.* 5 Minit Sales Co. of New York, New York.

*Fashion's Favored Footwear.* Washington Shoe Manufacturing Company, Seattle, Wash.

*Fills a Universal Need.* Universal Cooler Corp., Detroit, Mich.

*First Aids to Cleanliness.* Wilbert Products Co., Inc., New York.

*First Law of Beauty Culture Is Thorough Cleansing, The.* E. Burnham, Inc., Chicago.

*Food for Wood, A.* (Polish) Wilbert Products Co., Inc., New York.

July 15, 1926.

*For Lazy People.* (Listerine Tooth Paste) Lambert Pharmacal Company, St. Louis, Mo.

*For Particular People.* Salada Tea Co., Boston, Mass.

*For Short Stops and Long Service.* Thermoid Rubber Company, Trenton, N. J.

*For Those Who Want the Finest.* (Willys-Knight) Willys-Overland, Inc., Toledo, Ohio.

*For the Well-Dressed Salad.* (Seidner's Mayonnaise) Otto Seidner, Westerly, R. I.

*Forging Adds Strength.* Follansbee Brothers Co., Pittsburgh, Pa.

*Four Edged Razor Blade.* The. O. C. Craig Co., Ltd., Winnipeg, Man., Canada.

*Fresh Because Vacuum Packed.* (Coffee) Hanley & Kinsella Coffee & Spice Co., St. Louis, Mo.

*Friends of the Family.* Canada Starch Co., Ltd., Montreal, Que., Canada.

*From the Crude to Your Satisfaction.* The Garlock Packing Co., Palmyra, N. Y.

*Full Crate of Satisfaction.* A. (Fresh fruits and vegetables). Miller-Cummings Co., Inc., Brawley, Calif.

*Grand Piano of the Radio World.* Fada Radio Limited, Toronto, Ont., Canada.

*Grow What You Eat (Seeds)* S. L. Allen & Company, Inc., Philadelphia, Pa.

*Gun for Every American Shooting Need.* A. Marlin Firearms Company, New Haven, Conn.

*Happy Faces Tell the Secret.* Tru-Lax Mfg. Co., Newark, N. J.

*Home Afloat.* The. Elco Works, Bayonne, N. J.

*Home Is Where the Hart Is.* W. B. Wilde Company, Peoria, Ill.

*Industrial Headquarters of the South.* Atlanta, Ga., Industrial Bureau, Atlanta, Ga.

*Instinct for Quality Is a Priceless Inheritance.* The. Follansbee Brothers Company, Pittsburgh, Pa.

*Its High Quality Makes It Economical.* J. A. Folger & Co., Kansas City, Mo.

*Just a Little Better Than the Kind You Thought Was Best.* Louis H. Rettberg, Inc., Baltimore, Md.

*Just Plug In—Then Tune in.* (Batteryless Radio Sets) Standard Radio Corporation, Ltd., Toronto, Ont., Canada.

*Largest in the World Because We Serve the People Best.* United Cigar Stores, New York.

*Learn the Economy of Quality in Solitaire Coffee.* Morey Mercantile Co., Denver, Colo.

*Leaves That Clean Taste in Your Mouth (Amberdent Tooth Paste)* Raelin Products Co., San Francisco, Calif.

*Life of Leather.* The. Bergmann Shoe Manufacturing Company, Portland, Ore.

*Light That Never Fails.* The. Rapid Manufacturing Co., New York.

*Liquid Skin Cleanser.* The. E. Burnham, Inc., Chicago.

*Long Mileage Hosiery.* Phoenix Hosiery Company, Milwaukee, Wis.

*Look at Your Shoes, Others Do.* Florsheim Shoe Co., Chicago.

*Makes Housework Easy.* Wilbert Products Co., Inc., New York.

*Maker's Name Proclaims Its Quality.* The. Pabst Corporation, Milwaukee, Wis.

*Mechanical Packing Service.* The Garlock Packing Co., Palmyra, N. Y.

*The Metropolis of West Florida.* Pensacola, Fla.

*Midget in Size—A Giant in Power.* A. Gravely Motor Plow & Cultivator Company, Dunbar, W. Va.

*Million Dollar Overall.* The. Crown Overall Manufacturing Company, Cincinnati, Ohio.

*Millions in Use and Not a Kick.* White Mule, Inc., Carbondale, Ill.

*More by the Pair; Less by the Year.* Stetson Shoe Company, Inc., Boston, Mass.

*Most Comfortable Shoe in the World.* The. Ground Gripper Shoe Company, Inc., Boston, Mass.

*Newark Institution.* A. Yellow Cab Co., Newark, N. J.

*Non-Inflammable Pyroxylin Plastic.* The. Rhodia Chemical Co., New York.

*Non-skid Roads—Rain or Shine.* Barrett Company, New York.

*Note the Tear and Wear as Well as the Test.* Neenah Paper Company, Neenah, Wis.

*Nothing Takes the Place of Leather.* American Leather Products, Inc., New York.

*Only a Liquid Can Cleanse to the Depths of the Pores.* E. Burnham, Inc., Chicago.

*Original Baby Food for Baby Chicks.* The. Pratt Food Company, Philadelphia, Pa.

*Perfect Cigarette.* The (Marlboro) Philip Morris & Company, Ltd., New York.

*Perfection in Saddlery.* Whippy, Stegall & Co., Ltd., London, England.

*Pioneer Makers of Modern Steel Windows.* David Lupton's Sons Co., Philadelphia, Pa.

*Pioneers in the Radio Industry.* All-American Radio Corp., Chicago.

*Popular Aluminum.* The. (Viko) Aluminum Goods Manufacturing Company, Manitowoc, Wis.

*Quality Always Maintained.* Hood Rubber Company, Watertown, Mass.

*Quality Controlled Packings.* Garlock Packing Co., Palmyra, N. Y.

*Quality That Never Disappoints.* National Stamping & Electric Works, Chicago.

*Quality to the Last Impression.* Standard Ink & Color Company, Brooklyn, N. Y.

*Radio Builds for the Years to Come.* All-American Radio Corp., Chicago.

*Resilient Floors for Every Need.* Bonded Floors Company, Inc., New York.

*Safe Bonfire.* The. (Cyclone Catch-All Basket). Cyclone Fence Company, Waukegan, Ill.

*Scatter Sunshine With Greeting Cards.* The Greeting Card Association, New York.

*Sifted Through Silk.* (Spices) Hanley & Kinsella Coffee & Spice Co., St. Louis, Mo.

# "Secret of Charming Manners"



The readers of People's Home Journal have a keen appreciation for those things that make life more attractive.

Just as our Home Makers' Bureau educates them in the better ways of housekeeping so does Helen Hathaway, through her department "Secret of Charming Manners," turn their attention to the niceties of social relations.

That this department is highly appreciated is evidenced by the volume of requests for additional information that Miss Hathaway receives each week. Incidentally such interest also proves the alertness of People's Home Journal readers.

# PEOPLE'S HOME JOURNAL

962,000 Net Paid

*Sign of a Healthy Mouth.* (Amber-dent Mouth Wash). Raclin Products Co., San Francisco, Calif.

*Silent as a Coal Fire—Clean as Gas.* Rotair Burner Corporation, San Francisco, Calif.

*Simplest Electric Refrigerator, The.* Electro-Kold Corp., Spokane, Wash.

*Simplify the Business of Homekeeping.* Fuller Brush Company, Hartford, Conn.

*Something to Caw About.* The Supreme Polish Company Limited, Vancouver, B. C., Canada.

*South Sea Isles of America.* Key Largo City, Miami, Fla.

*Spot It By the Dot.* W. A. Sheaffer Pen Co., Ft. Madison, Iowa.

*Standard of Residential Lighting.* The. Edward N. Riddle Company, Toledo, Ohio.

*Standard of Value in Shale Face Brick.* Streator Brick Co., Streator, Ill.

*Standard Packing of the World, The.* Garlock Packing Co., Palmyra, N. Y.

*Start the Day Right with Yale Coffee.* Steinwender-Stoffregen Coffee Company, St. Louis, Mo.

*Strength in Every Length.* Ajax Rope Company, Inc., New York.

*Style and Wear in Every Pair.* Hosters, Ltd., Woodstock, Ont., Canada.

*Styled for Young Men.* John B. Stetson Company, Philadelphia, Pa.

*Tailor-Made for Particular Trade.* Scott & McHale, Ltd., London, Ont., Canada.

*Taste the Flavor.* (Meat Products) Carl A Weitz, Somerville, Mass.

*There's Service in the Surface.* Sandura Company, Inc., Philadelphia, Pa.

*They Better Your Aim.* Lyman Gun Sight Corporation, Middlefield, Conn.

*They Level the Road As You Go.* (Weed Levelizers). American Chain Co., Bridgeport, Conn.

*They Rise to the Occasion* (Knock-down Bleachers) Leavitt Mfg. Co., Inc., Urbana, Illinois.

*They've Got to Be Stetson to Be Snappy.* The Stetson Shoe Company, Inc., Boston, Mass.

*Thin as a Sheet of Glass—Bound in a Band of Steel.* Glassmobile Company, Detroit, Mich.

*Time Before Your Eyes, The.* (Automobile Clocks) Phinney Walker Co., Inc., New York.

*Time Will Tell—Wear Sundial Shoes.* Morse & Rogers, New York.

*Top That Sells the Bottom—Since 1838, The* (Salt Shaker Tops) Collins & Wright, Inc., Pittsburgh, Pa.

*Trophy Tells the Tale, The.* (Taxidermists) McLellan Brothers, El Paso, Texas.

*True Chocolate Laxative, The.* Tru-Lax Mfg. Co., Newark, N. J.

*Twentieth Century Expression of the French Civilization, A.* Renault Cars, New York.

*Used While You Sleep.* Vapo-Cresolene Co., New York.

*Utmost in Luxury at Moderate Prices, The.* Real Silk Hosiery Mills, Indianapolis, Ind.

*Vitrified Pottery Is Everlasting.* Franklin Pottery, Lansdale, Pa.

*Voice at Her Finger Tips, The.*

Thomas A. Edison, Inc., Orange, N. J. *Whatever You Build You Need Walworth.* Walworth Company, Boston, Mass.

*Where Only the Best Will Do (Coffee)* Hanley & Kinsella Coffee & Spice Co., St. Louis, Mo.

*Where Sunshine Spends the Winter.* El Paso, Texas.

*Wilbert's Double Action Ammonia.* Wilbert Products Co., Inc., New York. *Withstands the Test of Time.* Barber Asphalt Company, New York.

*Wonder City of America, The.* Buffalo, N. Y.

*You Can't Drink Folger's Coffee Without Smiling—Try It and See.* J. A. Folger & Company, Kansas City, Mo.

*You Don't Have to Park Your Street Car.* Northern Texas Traction Co., Fort Worth, Texas

*You'll Like It Too.* Hanley & Kinsella Coffee & Spice Co., St. Louis, Mo.

*You'll Never Tire of Purox Wire.* The Purox Company, Denver, Colo.

*Your Peace of Mind Is Worth the Premium.* National Surety Co., New York.

## New World Heraldry

The monumental buildings of the Old World were embellished with the armorial bearings of the great families connected with the districts where they were erected. America has no legitimate heraldry and is consequently somewhat at a loss for conventional decorations of this sort.

An interesting use of New World emblems, however, has been made by the University of Texas in one of its important new buildings. About the walls are carved the famous brands of the great cattle ranches that have played a primary part in the prosperity of America's largest state.

The S. M. S. brand of the S. M. Swenson's Sons ranch, founded by the father of E. P. Swenson, president of the Freeport Texas Company, is one of the most prominent.

Perhaps the most interesting, however, is the four sixes, 6-6-6-6, of the Burke Burnett ranch. Burke Burnett incidentally gave his name to the well-known oil field. The story goes that he won his first ranch in a famous poker game where he won the pot by holding four sixes, which he thereupon adopted as his brand.—*Wall Street Journal*.

## R. W. Gillispie with Jeffrey Manufacturing Company

Robert W. Gillispie has been elected vice-president, assistant general manager and a member of the board of directors of The Jeffrey Manufacturing Company, Columbus, Ohio, manufacturer of coal mining machinery, locomotives and other mine equipment. He has been with the Bethlehem Steel Company, Bethlehem, Pa., for a number of years as a sales executive.

It's an almost  
every day  
occurrence

SCRIBNER'S

For  
Scribner's Magazine  
to be asked to  
recommend  
"the right school"

# The Outstanding Leader

## Among New York Evening Newspapers

**T**HE characteristic that determines the productiveness of a newspaper as a medium for advertisers is the kind of people who read it.

If all persons were equally responsive to advertising, then the newspaper with the largest circulation would bring the best results. But persons vary greatly in their needs and desires, in their purchasing power, in their intelligence, in their attitude toward advertising.

And so, newspapers vary greatly in their value to advertisers—in their ability to produce results; and this variation is dependent more on the quality, the responsiveness of circulation than on the quantity.

The reason why advertisers get better results through The Sun than through any other New York evening newspaper, the reason why they use more space in The Sun than in any other New York evening newspaper, is because The Sun is read by people of more than average means and better than average intelligence—people who have purchasing power as well as purchasing impulse—people of wide activities, many interests and large influence—people who are responsive to advertising.

Among these people The Sun has a larger home circulation than any other New York weekday newspaper.

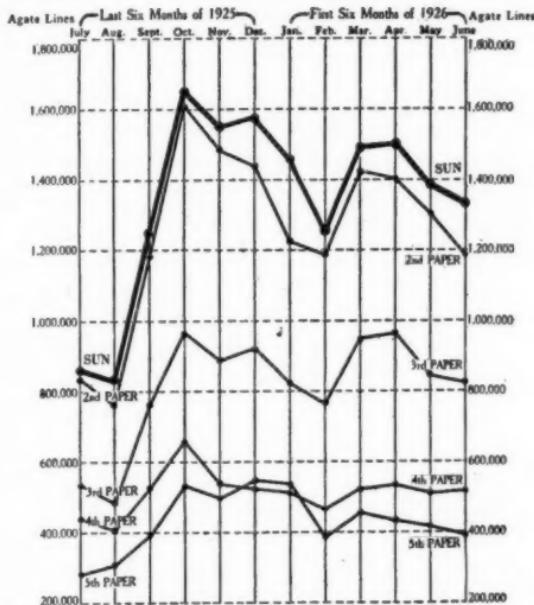
For twelve consecutive months The Sun has published more advertising than any other New York evening newspaper—an indication of the superior productiveness of its advertising columns.

During this period The Sun published 16 million lines of advertising—leading the second evening newspaper by more than one million lines.

For  
in ad  
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BO  
Old So

**RECORD OF TOTAL ADVERTISING**  
**New York Evening Newspapers**  
**Twelve Months Ended June 30, 1926**



For twelve consecutive months The Sun has made larger gains in advertising than any other New York evening newspaper—an indication that advertisers in increasingly large numbers are becoming convinced of the advantages of The Sun and are satisfied with the results secured through The Sun.

*The Sun Maintains a Rigid  
 Censorship on All Advertising*

**The Sun**  
 280 Broadway      New York

BOSTON  
 Old South Building

WASHINGTON, D. C.  
 Munsey Building

CHICAGO  
 208 So. La Salle St.

LOS ANGELES  
 Van Nuys Building

SAN FRANCISCO  
 First National Bank Building

# Who Buys Your Merchandise?

Is it the woman of the house, or is it the maid or one of the servants?

In the rural field—the field of small town publications, there are mighty few maids and servants. The woman subscribing to such publications does her own shopping, whether at the country stores, the nearest big town stores, or by mail.

The **Household Journal** has 700,000 such subscribers—paid for in advance. On the basis of 4.2 to the average American family, they do the buying for *three million consumers*.

Our rate of \$2.75 per line, is the lowest in the whole field of rural and small town publications, based on the rate per page per thousand subscribers.

700,000 in the rich middle-western states at \$2.75 per line!

## *The* **HOUSEHOLD JOURNAL**

---

IRA E. SEYMOUR, *Adv. Mgr.* - Batavia, Illinois

*Chicago Office*

Rhodes & Leisenring, *Managers*  
Bell Building, 307 Michigan Blvd.  
Central 0937

*New York Office*

A. H. Greener, *Manager*  
116 West 39th St.  
Room 634

# An Outline for the Study of a Sales Department

The Manifold Functions That May Come under the Supervision of a Sales Manager

By R. C. Hay

Manager Sales Training and Sales Promotion, American Radiator Company

[EDITORIAL NOTE: There are a great many sales executives in this country who are constantly going over their organization problems and policies with the idea of checking up each important phase of their business and insuring maximum efficiency for every unit. Likewise many financial organizations and outside companies are going over the affairs of businesses coming within their jurisdiction and at such times the analysis of the sales department becomes of major importance.

In sending this analysis of the functions of a sales department to *PRINTERS' INK*, Mr. Hay writes:

"I have recently been doing some very interesting work with some friends of mine in connection with a business which is being reorganized and where we found that the major weaknesses of the business were located in the sales department.

"I have had in mind for a long time the developing of an outline which would serve as a basis for a study of a sales department and now I have completed this outline.

"In building this outline, I have done so not only from my own experience in various departments of the sales field, but I have also checked over a great many other sources such as *PRINTERS' INK* articles, books on sales management, and some of my own business papers."

It may be added that certain sales executives who have been shown this outline have expressed a keen interest in it. It is scarcely necessary to add that not every sales department will need so detailed an outline for the study of its functions.]

- I. SALES MANAGEMENT
- II. SALES ORGANIZATION
- III. SELECTION AND TRAINING OF SALESMEN
- IV. SALES CONTROL
- V. ADVERTISING AND SALES PROMOTION
- VI. SALES RESEARCH AND MARKET ANALYSIS
- VII. SALES CONTACTS

## I. SALES MANAGEMENT

- A. Making Sales Plans.
- B. Sales Quotas.
- C. Study, Development and Improvement of Merchandising Methods.

- 1. Manufacturer himself.
- 2. Wholesalers.
- 3. Dealers.
- D. Sales Policies.
  - 1. Price Policies and Price Structure.
  - 2. Consignment Sales.
  - 3. Discounts.
  - 4. Terms.
  - 5. Returned Goods.
  - 6. Service.
- E. Location and Supervision of Branches, Wholesale Departments, Divisions.
- F. Location and Supervision of Salesmen.
- G. Control and Development of Salesmen.
  - 1. Training. (See Section on "Selection and Training of Salesmen.")
  - 2. Sales Contests.
  - 3. Routing and Frequency of calls.
- H. Sales Territories.
  - 1. Analysis of Coverage by
    - a. Dealers.
    - b. Counties.
    - c. Towns.
    - d. Available business.
- J. Sales Correspondence.
- K. Product Distribution and Service to Customers.
- L. Forms, Systems, Operating Methods.
- M. Convention and District and Branch Meetings.
- N. Knowledge of Competition.
  - 1. Names and locations.
  - 2. Character of lines.
  - 3. Selling and Business Methods.
  - 4. Personnel.
  - 5. Advertising and Promotion Work.
  - 6. Service.
  - 7. Dealer Connections.
- II. SALES ORGANIZATION
- A. Management Organization. (Division Managers, Branch

*Managers, Department Heads,  
Executive Assistants.)*

1. Personal History of each principal executive.
  - a. Age.
  - b. Education.
  - c. Length of Service.
  - d. Previous employment.
  - e. Salary and bonus.
  - f. Present position and location.
  - g. Grading.
2. Duties of each principal executive.
3. Strong and weak points.
- B. *Branch Offices.*
  1. Location.
  2. Personnel.
  3. Sales.
  4. Expense.
  5. Profits.
  6. Territory Covered.
  7. Operating Methods.
  8. Merchandising Methods.
  9. Warehouse and Shipping.
  10. Standard Practice.
- C. *Sales Force.*
  1. Location.
    - a. Direct Salesmen.
    - b. Wholesale House Salesmen.
    - c. Branch Salesmen.
    - d. Subsidiary Company Salesmen.
  2. Type.
    - a. Territory Managers.
    - b. Route men.
    - c. Juniors.
    - d. Missionary.
    - e. Special Commission Men.
    - f. Service Men.
- D. *Problems of Organization.*
  1. Review and Audit of Personnel.
  2. Reorganization and rearrangement.
  3. Consolidation and reduction in number of selling departments.
  4. Study and analysis of individuals in net organization.
  5. Efficiency Standards and tests.

**III. SELECTION AND TRAINING OF SALESMEN**

**A. Selection.**

1. Standards for selection.
2. How hiring is done.

**B. Training.**

1. Classes covered.
  - a. Senior Salesmen.
  - b. New Salesmen.
  - c. Jobbers' Salesmen.
  - d. Dealers.
  - e. Executives.
2. How handled.
  - a. Training in Schools.
    1. Headquarters.
    2. Divisional Points.
    3. Branches.
    4. Factory.
  - b. Training on the job.
3. Securing of material for training.
  - a. By field analysis of difficulties encountered by salesmen and dealers.
  - b. By collection of facts as to best methods of salesmen.
  - c. By use of questionnaire method.
  - d. Analysis of the interview.
    1. Actual methods used by Salesmen.
    2. Study of Efficiency of interview.
4. Sales Manuals.
  - a. For salesmen.
  - b. For dealers.

**IV. SALES CONTROL**

- A. *Analysis of Volume by*
  1. Lines.
  2. Departments.
  3. Salesmen.
    - a. Sales to each customer.
    - b. Sales of each product or line.
    - c. Sales to each trade factor or industry in territory.
    - d. Three-year comparisons.
    - e. Business salesman is not getting and why.
    - f. Distribution of Salesman's business as between high and low profit lines.
  - g. Distribution of Salesman's business as between customers buying at list or trade prices and those buying at trade price less some discount based on their purchases or size.



# Neck and Neck

LOUISVILLE  
BANK  
CLEARINGS  
for the  
First 6 Months  
of 1926  
\$906,375,550.00  
A GAIN  
of \$23,130,126.00  
Over 1925

**Louisville** and its biggest and best newspapers are matching strides down the stretch, breaking records at every jump!

Since 1920 Louisville, the closest metropolitan city to the center of American population, has increased over 35 per cent in population and practically doubled its wealth and buying power.

In Circulation and Advertising lineage, both Daily and Sunday, The Courier-Journal and The Louisville Times have more than kept pace with Louisville's spectacular growth! With them ALONE you thoroughly blanket this Greater Louisville market! Without them you scarcely skim the surface!

*Buy Coverage  
In Louisville*

THROUGH

**The Courier-Journal**  
**THE LOUISVILLE TIMES**

Daily  
now  
139436

Sunday  
now  
112,850

Represented Nationally By the S. C. Beckwith Special Agency

- 4. States.
- 5. Cities or Towns.
- 6. Customers, Wholesale and Retail.
  - a. Their annual or monthly requirements.
  - b. Volume in dollars.
  - c. Volume in units.
  - d. Volume by major lines.
- 7. Sales per market unit.
- B. Expenses.
  - 1. Fixed charges.
  - 2. Current charges.
  - 3. Previous year's figures.
  - 4. Current rate of expense.
  - 5. Analysis of exact expense charged to Sales Department.
- C. Uniform Sales and Travel Expense.
- D. Cost of Selling, dollars and per cent.
  - 1. Total for Company.
  - 2. By lines of merchandise.
  - 3. By Divisions or Departments.
  - 4. By Branches.
  - 5. By Salesmen.
- E. Stocks and Warehousing.
- F. Turnover.
- G. Statistics of Sales Results.
  - 1. Seasonal Variation.
  - 2. Profits.
  - 3. Slow-selling lines.
- H. Extent to which important product lines are distributed geographically.
- J. List of Customers.
  - 1. "A" or 7-day or first importance.
  - 2. "B" or 30- to 60-day, medium size and importance.
  - 3. "C" or 3 to 6 months, small accounts.
  - 4. "D" or prospects.
- K. Call Reports.
  - 1. Regular reports.
  - 2. "Spot Check" reports.
  - 3. No reports.
- L. Lost Order Reports.
- V. ADVERTISING AND SALES PROMOTION.
  - A. Department Organization.
  - B. Advertising.
    - 1. National.
      - a. Magazine.
      - b. Newspaper.
      - c. Billboards.
      - d. Street car.
    - 2. Trade Paper Advertising.
    - 3. Direct Mail Advertising.
  - C. Sales Promotion.
    - 1. To Dealers.
      - a. Direct Mail.
      - b. Broadsides.
      - c. Booklets.
      - d. Catalogues.
    - 2. For Dealers.
      - a. Catalogues.
      - b. Booklets.
      - c. Envelope Enclosures.
      - d. Counter and Window cards.
      - e. Window Displays.
      - f. Cut and Copy Service.
      - g. Direct Mail to Prospect Lists.
  - D. Brands and Trade-Marks.
  - E. Making Dealers Better Merchants.
    - 1. Operating methods.
      - a. Stockkeeping.
      - b. Buying.
      - c. Accounting.
      - d. Merchandising.
    - 2. Store and Window Display.
    - 3. Newspaper Advertising.
    - 4. Re-sale Methods.
  - F. Application of Advertising to the Selling Job, wholesale and retail.
  - VI. SALES RESEARCH AND MARKET ANALYSIS
    - A. Amount, Location and Character of demand.
    - B. Methods of Distribution followed in supplying that demand.
    - C. Study of dealer methods of selling.
      - 1. Lines carried, stock, profit and turnover.
    - D. Merchandising requirements of the Market.
    - E. Factors influencing demand and the market.
      - 1. Economic.
      - 2. Financial.
      - 3. Style.
      - 4. Fluctuating demand.
    - F. Comparison of Total Company Sales to Total Market Demand by products, and by territories.
    - G. Comparison of Company Business with that done by Com-

# Which would You use to 'Sell' the Banker?

**53,575**

**Circulation**  
covering **EVERY** Bank in  
United States and Canada

at a cost of  
**\$5.66**  
per Thousand  
Readers

or

**The Combined Circulation**  
of the Ten "NEXT BEST"  
Totals only **53,000**

— but would cost **\$19.87**  
per thousand readers



For Further Details Address the Nearest Office

J. R. HAYES	C. D. MacGREGOR	S. D. R. SMITH	E. C. WILLIAMS
One Park Ave. Bldg.	Burroughs Ave. & Second	434 S. Wabash Ave.	Hebart Bldg.
New York	Blvd., Detroit	Chicago	San Francisco

## The Burroughs Clearing House

Second Blvd. & Burroughs Ave.,

Detroit, Mich.

# A CABLE

## *from Buenos Aires*

### OF VITAL IMPORTANCE TO EVERY EXPORT ADVERTISER

Cablegram  
Via All America

July 9, 1926.

Buenos Aires  
Joshua B. Powers,  
250 Park Ave., New York.

NET CIRCULATION JULY NINTH

321,204

(Signed) LA PRENSA.

LA PRENSA of Buenos Aires thus continues its increase in circulation during 1926, as evidenced by this record.

January 1, 1926 .....	300,407
February 14, 1926 .....	309,877

A sworn circulation statement issued in May, 1926, gave the following figures:

Average Daily Circulation .....	235,000
Average Sunday Circulation .....	290,000

When you advertise in Buenos Aires use La Prensa.

Exclusive Advertising Representative

JOSHUA B. POWERS

Tel. Vanderbilt 5943

250 Park Ave., New York

"SOUTH AMERICA'S GREAT NEWSPAPER"

*petitors in territorial distribution.*

H. *Development of the Sales Plan and Sales Quotas by territory and by products to take advantage of conditions shown by the market study.*

J. *Study of Consumer attitude toward the product.*

K. *Study of locality Conditions.*

## VII. SALES CONTACTS.

A. *Production.*

B. *Style.*

C. *Design.*

D. *Credits and Collections.*

### When I First Met "Printers' Ink"

THE NATIONAL CASH REGISTER COMPANY

DAYTON, OHIO

*Editor of Printers' Ink:*

I wasn't quite a baby in swaddling clothes when I saw my first copy of PRINTERS' INK, but I was just about out of the cradle. I want to establish that fact right now, because the trouble is, in giving you a synopsis of the influence PRINTERS' INK has been to me in my life, I go just a little too far back for comfort. If you will try to have a mental picture of me out of diapers and into short pants, with a copy of PRINTERS' INK clasped to my manly bosom to take the place of a bottle of milk, why, I will do my best to give you some facts.

I got, pretty well acquainted with PRINTERS' INK in the early '90's, and as I was seven years of age at the time, that would make me somewhere around 41. Somewhere around that. It was my first trip out here as advertising manager of the company. If there was one thing I didn't know at that period, it was advertising. And the only thing I had to instruct me was PRINTERS' INK. As a consequence, I read it very thoroughly and acquired a habit that has lasted ever since.

J. H. Patterson was very fond of PRINTERS' INK. He always enjoyed reading it and I know that he made the same careful study of it in those early days that I did. At that stage in the career of PRINTERS' INK it was rather more intimate in its contents and style than it is now and there was a very good reason for it. There weren't so many advertising men then. You know how the members of a small family will get together and chat and have a good time and how different it is when others come in and the family table gets bigger and bigger. Well, that's just the way it has been with PRINTERS' INK. PRINTERS' INK has always seemed like a pal of mine. It seems like a very dear friend, always standing back offering suggestions and trying to help. I know that quite a number of men have a similar feeling toward it. I don't know of any other

publication that has this quality. I certainly never have known one that endeared itself more to its readers.

Very early in my career I tried my hand at writing articles for this advertising journal of yours, which, to my surprise and gratification, were accepted and I got to be a fairly frequent contributor.

I don't pretend to have read every issue since that time, because it was quite impossible for me to have done so. It wasn't always easy for me to get copies because I was in Europe for a number of years and I was out of contact with it. But I will say this: Whenever it has been possible for me to get PRINTERS' INK, I have studied it carefully and, above everything else, I have read the many friendly little notices and up-to-date news items which every issue contains. It is a long period to have known one publication, but a still longer one in which not to grow tired of that same journal and I have never grown tired of PRINTERS' INK. It has the remarkable faculty of always being newsy, of invariably being up to date. It helps me today as it helped me in the early days and the years between. It aids the men in my department. Other department heads here in our business read it and appreciate it at its full value.

Somehow or other, when I see it on my desk, it doesn't appear to me to be just so much paper and ink, but it is rather like an old and very valued friend, old in years but new in ideas—a friend that if it could speak would say: "Hello, there, old top, here I am again. We have been pals for a great many years now and I hope we shall be the same good comrades for many years to come." And if it could and did say that, I'd reply: "Righto, P. I., neither of us is as young as we were, but, thank God, we are still youthful."

THE NATIONAL CASH REGISTER CO.

E. D. GIBBS,  
*Advertising Director.*

### Southern Agency Council Elects S. E. Tracy, Chairman

At the annual meeting of the Southern council of the American Association of Advertising Agencies, which was recently held at Asheville, N. C., Shelly E. Tracy, president of the Southwestern Advertising Company, Dallas, Tex., was elected chairman. J. Louis Morrison, of the Atlanta, Ga., office of the Ferry Hanly Advertising Company, is vice-chairman and B. E. Wyatt, of the Johnson-Dallis Company, also of Atlanta, is secretary-treasurer.

### J. M. Nixon Joins E. T. Howard Agency

John M. Nixon, formerly vice-president of the W. S. Hill Company, New York, and more recently with Smith, Sturgis & Moore, also of New York, has joined the staff of the E. T. Howard Company, New York advertising agency, as an account executive.

# A Salesman Defends Sales Conventions

This Road Man Claims That Conventions Will Help Any Salesman Who Is Willing to Be Helped

By a Salesman

**I**N the April 22, 1926, issue of *PRINTERS' INK* appeared an article entitled: "Salesmen Tell What They Think of Conventions." If all salesmen regard conventions and what they can accomplish as those salesmen do, then there is nothing more to be said and conventions might as well be discontinued. However, there are many worth-while points about a convention which appeal to the more studiously inclined salesmen and it is from the standpoint of such men that I wish to make a plea for the convention.

First of all, I will try to point out that the sales convention is sufficiently instructive in its nature to be well worth the time and attention of every salesman. It is true that the papers which are read at the usual convention are not of an entertaining nature. They are, on the other hand, highly technical and full of facts. They are prepared by some of the best men which the industry affords—at any rate, by the best men this particular company has to offer. These men are not writers of inspiring fiction and their papers must not be criticized from that angle. But if the salesman will keep in mind that they do contain masses of information which will help him, that salesman, if he will listen attentively, can absorb a wealth of very useful data, which will help him in his selling talk when he calls on his prospective buyers.

The sales convention is not by any means a cure-all for the troubles of a salesman. It is not going to make a star salesman out of a failure. But it will provide the sincere and studious and thinking salesman with an opportunity to get the facts and figures which he ought to have.

The salesman who regards his

job as more or less of an excuse for earning a living and who looks upon the convention as just an annual jollification can hardly derive much from such a gathering. That is unfortunate both for the man and for the house. But it is more unfortunate for the house that it has such men in its force. The point is simply this—the convention, with all its prosaic and more or less dull papers, offers a world of fine material for the man who wants to come half way. It cannot undertake to seize the unwilling individual and pour knowledge into him. The man who is indifferent rarely if ever makes good on any sales force, whether the house provides a convention or not.

In conclusion, on this point I don't think any man will argue that it is impossible for salesmen to derive much that is valuable from a convention. Whether or not a group of men is willing to take advantage of what a convention offers is something else again. We might as well abolish the public school system because seven boys out of ten of public school age seriously question the wisdom of being shut up in school, especially on nice days.

## SPEAKING STATISTICALLY

Now, from the standpoint of whether or not it is financially worth while to the house. Suppose it costs on an average of \$100 to bring each man in for three days. Taking his time coming in and going back, it will probably mean that the convention will take up 2 per cent of a salesman's time for the year. The average house, employing the average salesmen—not the very poorest and cheapest nor the most expensive in the way of gross earnings—pays between \$6,000 and \$10,000 a year per man

## *A. C. BACKUS*

*Publisher*

# **MILWAUKEE SENTINEL**

### *Announces*

Effective July 12, 1926, The Milwaukee Sentinel will be represented in the National Advertising field jointly with the New York American and the Chicago Herald and Examiner.

E. N. CHALFANT, Director—New York

WILBUR L. ARTHUR, Associate Director—New York

F. R. LEVINGS, Western Manager—Chicago

H. R. WHEELER, New England Manager—Boston

T. C. HOFFMEYER, Pacific Coast Manager—San Francisco

E. V. COFFRAIN, Associate Manager—New York

*All Under the Direction of*

## **E. M. ALEXANDER**

**NEW YORK CITY**  
1834 Broadway

**BOSTON**  
5 Winthrop Square

**CHICAGO**  
Hearst Building

**SAN FRANCISCO**  
Monadnock Building

in salaries and expenses. The salesman, costing \$100 to bring into the convention, who cannot justify that investment by the house, is shutting his ears to what the convention offers.

We know that there is a good deal of joking among salesmen in reference to speeches made by officials of the companies. But the average head of a good-sized company has a reasonable amount of sense. Most heads of modern American institutions earned their jobs. It was such a president whom I recently heard make a very brief speech. It went something like this:

"This house is spending a neat sum of money to bring you all here. We naturally expect to get a reasonable return. Each one of you can show both us and himself a handsome profit on this expenditure, if he so desires. Let's not call it an expenditure. Let's call it an investment. And let's see that it pays dividends in each case. You are drawing your salary while you are here. That indicates that you are regarded as being at work. I don't regard a convention as a picnic or an outing. These few days will probably provide more opportunity for hard and profitable work than you have had for a long time. Take advantage of what is provided for you and it will mean more business for you and for the house."

There was nothing melodramatic about that little talk. But it told each man just what was what. And why not? Each man can give the house full value if he wants to. It is to be supposed that no sales manager employs men who feel otherwise than serious about their jobs. Seriously inclined salesmen will make any convention show any house a handsome profit. Far from being a wasteful expenditure, it is a most profitable investment.

Now let us consider a few of the minor objections which were raised in the article which inspired these comments. There was the matter of the tobacco smoke-laden room in which the men were brought together. It was mentioned, though, that there was some thought given to airing the

room and giving the men a breathing spell. That is more than I have ever seen take place in the smoking compartment on a train or in the friendly corner of a hotel lobby. I don't think many salesmen are going to shrink from a little tobacco smoke. They have been through many such sessions.

Then there was mentioned the matter of gossip and the exchange of hard-luck stories among the men. Well, a salesman does not have to come to a convention either to dodge or meet up with such tales of woe. The daily life on the road is full of just that kind of tales. It does not take a salesman many weeks to find out that nine out of ten of the salesmen who try to find a handy shoulder on which to weep are just plain, unvarnished concocters of fiction. A salesman does not have to wait until he comes to his firm's convention to hear that sort of thing.

But while I feel that it is not difficult to overcome the objections which the recent article contained, I do believe that the great argument in favor of the convention is not in overcoming the other man's objections, but in stating again the time-honored reason for the convention and that is its ability to give the salesman that sense of actually belonging to his organization.

#### SOME PERSONAL EXPERIENCES

Take my own case. I work for a house which has its factory and main office in an Illinois town. I was hired in the Southwest to work in that part of the country. I was there almost a year before the chance came to go to the home office for a convention.

I looked forward to that convention for weeks. I wanted to meet the men from whom I was getting letters. I wanted to meet the men whose names appeared in the house magazine. I had a hundred and one questions I wanted to ask.

The time came when we were all gathered in one big room. The speeches were not entertaining, if one was looking for entertainment or amusement, but I was there for facts. I think most of the other

# *Did You Ever Think of C. A. Taylor as a Millionaire*

WOULD you give bond to produce these things for a million dollars—A national farm paper with a subscription list of more than a million families of readers—A building and plant that could print and mail any farm paper in America—An editorial, subscription, advertising and production organization capable of handling a business of that size—And the good will which belongs to such a publication built from profits and not from bond issues or borrowed money?

T. W. LeQuatte, Adv. Mgr.

## **Farm Life**

Spencer, - - Indiana

# DOMESTIC ENGINEERING

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**The Business Paper**  
of the Plumbing and Heating Industry

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Largest  
guaranteed  
net paid  
circulation  
in the  
field.

---

*Member: A. B. C. and A. B. P., Inc.*

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## DOMESTIC ENGINEERING PUBLICATIONS 1900 PRAIRIE AVENUE

DOMESTIC ENGINEERING  
THE PLUMBING AND  
HEATING WEEKLY  
ESTABLISHED 1889

CHICAGO

DOMESTIC ENGINEERING  
CATALOG DIRECTORY  
OF PLUMBING AND  
HEATING SUPPLIES

men were there for the same reason. I found that the office was full of minor executives who had no place on the regular program but who were more than glad to have a salesman sit down alongside their desks and ask questions. I asked plenty and I got good, sound information which proved very useful.

That first convention sent me back to my territory with a new grasp on my proposition and new vim with which to master the obstacles. I could talk with a sense and feeling of authority. I was definitely a part of my house. When I was at loss how to handle a situation, I knew personally a half-dozen or more men in the home office to whom I could write for the information I wanted.

All that was a good many years ago. I still go to our annual conventions. If anything, I look forward to them more now than I did in past years. The annual convention has come to be a sort of annual home-coming. And over a period of time I have found out one thing and that is that the men who come to these conventions in the frame of mind to look for new talking points and to look for more knowledge are the very men one is apt to meet year after year, still looking for something new, still seeking to better themselves in the sale of the line. It does not seem to hurt their standing with the company to have them admit that there is still something for them to learn.

On the other hand, looking back over the years, I can recall many a brilliant chap who sat back with a bored look on his face while he had to listen to what were to him obvious platitudes. But one does not see them many years in succession. They seem to drift out of the picture. Maybe it is because they have shut their minds to further knowledge and for that reason are not in tune with what is going on—don't seem to know what it is all about. From the standpoint of such a man, a convention is really a waste of money so far as the house is concerned. It could keep such men in the

home office for a year and they wouldn't derive any benefit because they would not be trying to absorb anything. Every salesman who is really a salesman will say that a few days spent in the actual process of production is bound to give him new information.

It might be a good thing to have salesmen come in at intervals, but while that would provide the personal insight into things it would not allow of that personal association which means so much in any job. The work of a salesman necessarily carries him far afield and mostly he works by himself. It is sometimes hard to keep in tune with his house. Those few days during the convention are wonderful times to become acquainted and renew acquaintances. I know several men in our company who have had opportunities to go with other concerns because of fine, long records with this company. I know, too, that one of the things which held them was the fact that they were acquainted with the men in our company, both in the office and on the road. They felt they were a part of this organization. It would have meant pretty nearly starting all over again to go with another house. They questioned their ability to do so well under strange surroundings.

This feeling of loyalty to the line and to the house is worth much to any organization. It cannot be measured in dollars and cents, but it surely does exist. This is something not understandable on the part of the youngster just coming to the house. It takes time to develop. But it is the heart and core of many a business. And in the case of the salesmen, working all over the country, the annual convention is the thing which provides the motive power.

#### Joins Miller & Company

Frank Dubinsky, recently with the *Providence Tribune*, has joined Miller & Company, publishers' representatives, Boston, as a member of the firm.

Miller & Company have been appointed special advertising representatives for the *Boston Jewish Advocate*, *Springfield Review* and the *Connecticut Hebrew Record*.

# The Trade Commission Makes an Unusual Move

Has Published a List of Furniture Manufacturers Who Refused to Agree to Abide by the Rules of a Trade Practice Submittal

*Washington Bureau  
of Printers' Ink*

A NUMBER of manufacturers and retailers have filed protests with the Federal Trade Commission in which they vigorously object to the publication of the names of those manufacturers who refused to comply with the rules of a recent trade practice submittal. The Commission's report, given out last week, states that on January 7, 1926, the Commission made public its approval of the rules respecting the description and marking of furniture adopted at the trade practice submittal held with the retail furniture trade of New York. The report reads:

"For the information of the public and at the request of the retail furniture trade who desire to know with whom they are dealing, the Commission is publishing a list of the furniture manufacturers who have subscribed to the rules adopted at the submittal, together with a list of those refusing to describe their goods in accordance with the rules."

According to the report, 722 concerns had indicated their approval of the rules, and, in line with regular practice, their names were included with the news release given out last week. There was no objection to this; but the inclusion of the names of the sixty-eight concerns which refused to subscribe to the rules has caused considerable dissension.

Some of the sixty-eight manufacturers have registered the opinion that in giving out their names, the Commission has acted in a high-handed manner. They claim that in refusing to abide by the rules they are well within their rights and that the Commission has no ethical justification for giving their names to the press. Another criticism is that the Commission is not abiding by its new and widely discussed policy, since it is giving unfavorable publicity

to manufacturers who have not been judged guilty of any illegal or unfair practice.

The rules, first adopted by twenty-three of the large retailers of furniture in New York, are concerned mainly with the descriptions of wood in the cataloguing, tagging, labeling, invoicing and advertising of furniture by manufacturers, wholesalers and retailers. The Commission claims, that as a result of the submittal held by the retailers, the rules are being followed by a large part of the retail trade throughout the country.

## NATIONAL ASSOCIATION APPROVES RULES

The report emphasizes the fact that the National Retail Dry Goods Association, many of whose members are retailers of furniture, adopted resolutions at its annual convention last February, approving the rules and urging their adoption and use by all members dealing in furniture. At the time of the release of the report, the Commission had received no protests from the retail trade concerning the rules as adopted.

According to no less an authority than a Federal Trade commissioner, the sixty-eight concerns listed in the report declined to subscribe to the rules for the reason that they refused to disclose in their catalogues and invoices that their veneered furniture is such, thus placing in the hands of the unscrupulous dealer the means of deceiving the purchaser.

This commissioner declared that it is clearly according to the new policy of the Commission to publish the names of all manufacturers or wholesalers who participate in a trade practice submittal. He further said that those who refused to subscribe to the rules were being investigated, that their cases were being prepared, and that

# The New York Times

## leads all New York Newspapers in National Advertising

THE NEW YORK TIMES has for years led all newspapers in the United States in volume of national advertising, weekday and Sunday. In six months of this year The Times led all New York morning newspapers in total volume of national advertising weekday alone, and all New York newspapers weekday and Sunday.

### NATIONAL ADVERTISING SIX MONTHS, 1926

	Weekday Agate Lines	Sunday Agate Lines	Weekday and Sunday Agate Lines
The New York Times.....	<b>1,935,874</b>	<b>1,808,358</b>	<b>3,744,232</b>
Second New York Morning Newspaper	<b>1,752,930</b>	<b>1,161,690</b>	<b>2,914,620</b>
Excess .....	<b>182,944</b>	<b>646,668</b>	<b>829,612</b>

The New York Times gain in national advertising in six months of 1926, weekdays alone, was 322,894 lines over the corresponding period of 1925. The gain, weekday and Sunday, over the corresponding period of 1925, was 636,110 lines.

In six months of this year The Times published 15,251,876 agate lines of advertising, an excess of 5,609,058 lines over the second New York newspaper and a gain of 1,664,480 lines over The Times record for the corresponding period of 1925.

The Times is overwhelmingly the choice of national advertisers using only one newspaper in New York, and is the preferred foundation of any campaign using two or more New York newspapers.

Average net paid daily and Sunday circulation of The New York Times for the six months ended March 31, 1926, was 392,695 copies, a gain of 10,690 over the preceding six months—a greater circulation and a greater gain than any other New York morning newspaper of standard size.

formal complaints would be issued against all who were found to be violating the rules as adopted.

Some time ago, the Commission gave a special hearing to the Furniture Manufacturers Association of Grand Rapids, as represented by its counsel. The report states that the members of this association all refused to subscribe to the rules, and that most of them based their refusal on an objection to the provision relating to the description of veneered furniture. Briefly stated, the rules require that if the exposed surfaces are veneered on the same kind of wood, the furniture may be designated as being of wood of the kind, but that if it is veneered on a different wood, it must be described as veneered.

At the special hearing, counsel for the Furniture Manufacturers Association of Grand Rapids argued that the business of his clients would be injured if they were compelled to adopt the rules, for the reason that there is a stigma attached to the word "veneered." Counsel then petitioned the Commission in the name of his association to reopen the submittal for the purpose of giving further consideration to this phase of the rules; but the Commission promptly denied the petition.

At one stage of counsel's argument, he was accused by one of the commissioners of advocating a practice merely for the reason that it would assist dishonest retailers in selling misrepresented merchandise. In support of this, the commissioners were reminded that in a number of cases of retailers charged with misrepresentation, the respondents had referred to manufacturers' catalogues to prove that they had sold the goods under exactly the same representation on which they had bought them.

In no uncertain terms, the commissioner interviewed said that the Federal Trade Commission would carry the matter to its conclusion as promptly and vigorously as possible. He emphasized the fact that, at the time the report was

released last week, more than 700 furniture concerns had signified their complete approval of the rules, and that more names were being added to the list every day. He expressed the opinion that all objections and adverse criticism were due entirely to an ill-advised and organized effort on the part of a few of those concerns which refused to accept the rules, in an attempt to strengthen their side of the case.

### New Six-Point League Directory Is Ready

The twelfth annual edition of the "Directory of Newspaper Advertisers and General Advertising Agents," issued by the Six-Point League, an organization of newspaper advertising representatives in New York, has been completed. The new issue carries revisions up to June 15, covering the territory east of Buffalo and Pittsburgh.

In the first section of the book is given a geographical list of newspaper advertisers, the products advertised, the names of the advertising managers and the names of the agencies placing the accounts. A geographical list of advertising agencies is given in the second section. This list includes the names of the agency personnel together with those of space buyers.

The 1926 edition has been revised by Ralph R. Mulligan, chairman of the directory committee, who, for a number of years, has taken charge of this work.

### American Flyer Appoints G. A. Gunderson

Glen A. Gunderson has been appointed advertising manager of the American Flyer Manufacturing Company, Chicago, effective July 19. For the last six years he has been with the Edison Electric Appliance Company, Inc., Chicago, as assistant to the advertising manager. More recently he has been in charge of the range division campaign service department.

### L. K. Liggett Heads Fall River Textile Mill

Louis K. Liggett, head of the United Drug Company, Boston, has bought a controlling interest in the Pocasset Manufacturing Company, Fall River, Mass., textile mill. He has been elected president of the Pocasset company and Edward Hurst, also associated with the United company, has become treasurer.

R. A. Moritz, formerly with The Hub, Davenport, Iowa, clothing store, has started an advertising agency at that city.



## UXORIOUS IS WHAT?

UXORIOUS, or Brobdingnagian, or tergiversation, or sesquipedalian—do you know, offhand, what these words mean? No? Yet, they're all in Funk & Webster's, members in good standing of the Anglo-Saxon tongue. Live words, like live muscles, die from lack of exercise. So do fonts of type. To keep them alive in all their protean and plastic grace we employ them all, from Alternate Gothic to Vanity Initials. We decline to bestride Tartuffian hobbies or chase compositional fadoodles. That is why our set-ups have the flexibility which roams the far-flung range of everything that is type.

**FREDERIC NELSON PHILLIPS, INC.**

*Typographers Who Prove It With Proofs*

314 EAST TWENTY-THIRD STREET

NEW YORK CITY

MEMBERS NEW YORK EMPLOYING PRINTERS' ASSOCIATION AND  
NEW YORK GROUP OF ADVERTISING TYPOGRAPHERS OF AMERICA



*If it smiles back  
it's ALUMINEX*

**A** SMOOTH, polished *inside* surface for aluminum pots and pans was a long sought improvement, finally achieved and perfected by The Buckeye Aluminum Company, makers of fine kitchenware for more than a quarter of a century. The new product, Aluminex, went to market

last January. Thousands of the better retail outlets welcomed it on the basis of pure merit; sound, straightforward dealer policy; and aggressive promotional activity.

Buckeye executives attribute some of their success to sound advice from their advertising counsel.

**Williams & Cunningham**

*Whose business is the study and  
execution of good advertising*

6 N. Michigan Ave.  
Chicago

Franklin Trust Bldg.  
Philadelphia



# Building a Business on Insured Service

A Use Where Preference Has Been Stimulated for a Product by Selling an Insured Policy of Complete Satisfaction Instead of the Product Itself

By Harry L. Tyler

THE sale of service rather than equipment to render service is now common enough. A railroad does not sell us track and cars, but charges for toting us to the haven where we would be. At the post office the stamps we buy entitle us not to an alligator pouch, but to the delivery of our amorous screeds. With the telephone again we pay not for a loud speaker, but for the non-halitotic talk we get—and give.

All of which is admittedly "old stuff"—so old in fact that it is forgotten till somebody comes along and captures a market with the old stuff applied to a new line.

That is what was done by John M. Oden, inventor and manufacturer of gasoline hose, in the marketing of "Triplexd" hose for filling-station pumps.

In the early days of handling gasoline from the filling-station pump, rubber hose proved a fizzle for two reasons: first, the gasoline chewed into the rubber as greedily as a husky youngster bites into an ice cream cone; second, the rubber sediment clogged up the automobile's innards.

On the other hand, all-metal hose failed because the gasoline frolicked in wild abandon through the joints that were necessary to secure flexibility.

So, despite the best efforts to combat destruction and leakage with various reinforcements, the average life of common hose on the filling-station pump was as low as from thirty days to six months.

Realizing that hose so short-lived would never permit the filling-station owner to be perfectly happy, John M. Oden, twelve years ago originated a metal-rubber-fabric type of hose and marketed it as "Triplexd" gasoline hose—the name "Triplexd" to

signify its triple construction. As the new hose has proved an average service life of something over three years, in contrast against the average failure of common hose, metal-rubber-fabric is the type of gasoline hose now offered by all manufacturers.

The construction of the metal-rubber-fabric type of hose is well worth a glance. First is the flexible metal lining; this prevents the gasoline from coming into contact with anything but metal, so the stream cannot destroy the hose nor pollute itself with sediment. Second is the seamless flexible rubber body; vulcanized under high pressure outside the metal lining, this rubber body renders the lining positively gasoline tight without dissolving into the gasoline stream. Third is the cotton compression fabric; woven tight outside the rubber body, this fabric maintains the heavy compression necessary throughout the life of the hose and also forms the outer wall of strength.

## SELLING MORE THAN HOSE

After establishing beyond question that its "Triplexd" hose had the three-year average service life on the filling-station pump, the Metal Hose & Tubing Company, of which Mr. Oden is president, adopted the plan of selling the pump owner not merely the hose but a definite amount of the one and only thing he was buying hose to get—namely, *transportation of gasoline from his pump to his customers' automobiles*. And this is the way the plan works:

Every length of "Triplexd" gasoline pump hose that leaves the factory bears a metal band with its number countersunk—say No. 484698. This number is recorded at the factory together with the

shipping date, and automatically the record establishes the fact that the Metal Hose & Tubing Company has obligated itself to "transport" from the user's filling-station pump to his customers' automobiles all the gasoline his pump dispenses within two years.

But suppose there is a delay in transit, or the holder of No. 484698 does not attach the hose to his pump as soon as it reaches him? Let us see—

Securely fastened to the hose is a stamped return postcard No. 484698, upon which the hose user is to state the date when he puts No. 484698 to work. Upon arrival of this card at the factory, the company's two-year obligation No. 484698 is advanced as having no longer begun on the shipping date, but on the date stated on the card by the user. At the same time the company mails to him a formal policy setting forth its obligation over the signature of its president.

Suppose the holder of No. 484698 has had the hose on his pump only an hour, when a hasty motorist starts off with the nozzle still sticking into his tank. In a jiffy that hose will be hose no longer, but twisted ribbon three times as long. Upon return of the once-hose scrap, the Metal Hose & Tubing Company will remove the couplings from the wreck and attach them to another length of hose without charge for the hose or the labor—even issuing a new "Triplexd" insured transportation policy assuring the user two years of service as before, beginning from the new date.

If this or any other accident occurs one month, two months, or any length of time after the hose was ordered and within the two years after No. 484698 was attached to the pump, the company performs the same replacement—crediting the holder of the hose with all the days due on the displaced unit. The "Triplexd" insured transportation policy obligates the manufacturer to make good under every adversity that can overtake the hose except fire and theft. Wear and tear, accident, abuse, misuse—all are covered without exception in the policy.

And finally, after the two years service insurance has expired, the company continues to make repair as long as repair is practicable with absolutely no charge for the labor.

"Years ago we found," says Mr. Oden, "that the gasoline world wants not an opportunity to sink its money in a gamble on the lasting power of pump hose, but a definite time of service at a definite fair cost. Summed up in a nutshell, the success the 'Triplexd' policy has met with is due to the fact that we are selling the *service* demanded, knowing that by building the longest-lasting hose we know how to build we will keep our replacement costs down. I think manufacturers in some other lines could greatly stimulate the preference for their products, if they would only step out of the ordinary 'guaranteed against defect of material and workmanship' class and stand squarely behind their output with a strong formal service policy. Many products are so good their performance renders such a policy absolutely safe for the manufacturer."

#### Toledo Retailer Advertises "Cherries on the Tree"

Tiedtke's, a food market and department store, of Toledo, Ohio, owns a farm upon which a large number of cherry trees grow. When the cherries recently reached a picking stage, newspaper space was used to advertise their sale on the trees at the farm, the purchaser to do his own picking. Part of the copy in one advertisement read, "Bring your ladders, lunch and baskets and make it a day's outing for pleasure and profit. Select and pay for your tree and pick your own cherries."

#### New Accounts for Brouillette

The Do-It Manufacturing Company, manufacturer of insecticide, dry cleaner and shampoo powder, and Sally Frocks, Inc., operating a chain of women's dresses stores, both of Chicago, have appointed Lucien M. Brouillette, advertising agency of that city, to direct their advertising accounts.

#### T. F. Lannin with William H. Rankin Company

Thomas F. Lannin, formerly with Critchfield & Company, Chicago advertising agency, has joined the Chicago staff of the Wm. H. Rankin Company, Inc.

**Keep In Touch With the Changing Pittsburgh Situation—Use Current Reports Only!**

# FIRST In Automotive Advertising

**For the Six Months Ending June 30, 1926, the**

# Pittsburgh Gazette Times

MORNING AND SUNDAY

## MORNING AND SUNDAY

# PITTSBURGH CHRONICLE TELEGRAPH

[EVENING EXCEPT SUNDAY]

## **Combination Led All Other Pittsburgh Newspapers**

- ¶ Showing individual automotive display lineage gains exceeding the combined gains of all other Pittsburgh newspapers, the Sunday Gazette Times and Evening Chronicle Telegraph carried more display automotive advertising during the first six months of 1926 than any other Pittsburgh Sunday and Evening newspaper.
- ¶ The Sunday and Morning Gazette Times carried more display automotive advertising during the first half of the year than any other Pittsburgh Sunday and Morning newspaper.
- ¶ The Evening Chronicle Telegraph, during the same period, carried more display automotive advertising than any other Pittsburgh evening newspaper.
- ¶ The Morning Gazette Times, during the six months, carried more display automotive advertising than any other Pittsburgh morning newspaper.
- ¶ Buy automotive space in Pittsburgh on the basis of current facts!

**Sunday Gazette Times and Evening Chronicle  
Telegraph Circulation**

Over **270,000** Net

*This circulation offers you, at one cost, thorough coverage of the Pittsburgh territory among those who have the purchasing power to buy motor vehicles and their equipment.*

### *Foreign Representatives*

E. M. BURKE, Inc.,  
Chicago New York  
R. J. BIDWELL, CO. San Francisco

**F. E. GRUNAGLE,**  
*Advertising Manager*  
Automotive Department

**Old Reports Won't Do. :: Get Up-to-Date Data On the Pittsburgh Situation!**

July 15, 1926

## John A. Park Heads Southern News- paper Publishers

Walter C. Johnson Becomes Chairman of the Board of Directors —Will Celebrate Silver Anniversary at Next Meeting, Which Will Be Held at New Orleans

THE Southern Newspaper Publishers Association, at its annual convention which was held at Asheville, N. C., last week, elected John A. Park, publisher of the



JOHN A. PARK

tinue as chairman of the board of directors.

The elections were held at the session following those covered by a telegraphic report which appeared in last week's issue. Wiley L. Morgan, of the Knoxville *Tribune*, was re-elected secretary-treasurer. Members of the board of directors were elected as follows:

Alabama, Victor H. Hanson, Birmingham *News*; Arkansas, J. S. Parks, Fort Smith *Times-Record* and *Southwest American*; Florida, Herbert Felkel, St. Augustine *Record*; Georgia, Clark Howell, Jr., Atlanta *Constitution*; Kentucky, Urey Woodson, Owensboro *Messenger*; Louisiana, L. K. Nicholson, New Orleans *Times-Picayune*; Mississippi, Frederick Sullens, Jackson *News*; North Carolina, C. A. Webb, Asheville *Citizen*; Oklahoma, E. K. Gaylord, Oklahoma City *Oklahoman and Times*;

Raleigh *Times*, as its twenty-first president. He succeeds Walter C. Johnson, of the Chattanooga *News*, who has been actively identified with the association for twenty-two years. For twelve of these years he has served in executive capacities and he will con-

South Carolina, W. W. Holland, Spartanburg *Herald* and *Journal*; Tennessee, M. Stratton Foster, Clarksville *Leaf-Chronicle*; Texas, A. E. Clarkson, Houston *Post-Dispatch*; Virginia, Junius P. Fishburn, Roanoke *Times* and *World-News*, and West Virginia, W. Guy Tetrick, Clarksburg *Exponent*.

Outstanding among the many phases of publishing problems brought before the delegates was the report of the advertising committee. This expressed satisfaction with the growing recognition by national advertisers of the importance of the Southern market and credit for this was given to the co-operative advertising efforts of the association which both the committee and the retiring president, Mr. Johnson, recommended should be continued.

Marcellus E. Foster, a former president of the association, who recently disposed of his interest in the Houston *Chronicle*, was made an honorary member for life.

The report of the secretary-treasurer, Mr. Morgan, showed that the association had a gain of six new members for the year, the total membership now being 196 publication members.

Before the convention closed it was decided to hold an informal mid-winter meeting at New Orleans. Suggestions also were considered for arrangements for the next annual convention so as appropriately to celebrate the twenty-fifth anniversary of the association. This will probably be held at Atlanta, where the association first met.

In addition to the business sessions, an important feature of the convention was the annual contest of members and their friends for golfing honors. Two tournaments were held, one for members and another for their guests. First place in the members' division went to J. D. Ewing, of the Shreveport *Times*, who came through with an 81. A prize donated by President Johnson was won by James G. Stahlman, of the Nashville *Banner*, for the best net score, 90-26-64.

## *What is the TRUTH about RADIO Advertising?*

WE are one of the few advertising agencies able to answer this question from actual experience. During the past year we have been associated intimately with the planning, execution and follow-up of one of the two outstanding radio features of the season—"Bridge by Radio". We can tell you among other things

- the kind of program to use
- how frequently to broadcast
- the time of day most desirable
- the stations necessary for coverage
- how to use publication advertising to best advantage with radio advertising
- how to secure free publicity for radio programs
- how to produce and use inquiries from radio advertising
- whether radio advertising makes sales and increases consumer demand
- whether radio advertising receives dealer cooperation
- whether the value of radio advertising is in proportion to its cost

For many years it has been our policy to supply to each client the kind or kinds of advertising service which he could use most profitably, whether magazines, newspapers, farm papers, trade journals, billboards, street cars or direct mail.

Now, recognizing the importance of radio as a means of communication we have equipped ourselves to give expert advice in this new field and render radio service on an efficient and economical basis to any advertiser who can use this medium to advantage.

### THE PROCTER & COLLIER CO.

*An advertising agency with a 32 year record of accomplishment*

McMILLAN ST. AT READING ROAD, CINCINNATI

25 EAST 26TH ST., NEW YORK

*Member A. B. C., A. A. A. A., Outdoor Bureau*

# Most Hogs Wallow In Mud Because They Have to—

And so it is with human beings—in most metropolitan centers thousands upon thousands are forced to eke out a bare existence under the most distressing conditions. As a result of their environment these unfortunates are not in the market for the many things that go to make a house a home.

## Bloomington and Central Illinois



Is a territory of individually owned homes, with the highest per capita wealth in the state, making it possible for these 140,000 people to maintain the traditional American standard of living.

**Circulation 19003—97% Home Delivered  
in the Richest Spot in Illinois**

## The Daily Pantagraph.

Published Every Morning Except Sunday at Bloomington, Ill.

### REPRESENTATIVES—

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St.,  
Boston. J. H. GRIFFIN, Room 1501, 140 S. Dearborn St., Chicago. P. A.  
FOLSOM, Chemical Bldg., St. Louis, Mo.

Member A. B. C., A. N. P. A., Associated Press.

## **Ice Industries Censure Disparaging Copy**

**A Real House-Cleaning Campaign  
Has Been Organized by Both the  
Ice and Electrical Refrigeration  
People, to the End That All Ad-  
vertising Should Be Mutually  
Helpful**

**A** MOVEMENT to organize a house-cleaning campaign in the advertising of the ice and refrigeration industries so as to eliminate disparaging advertising is now under way. It resulted from a recent conference of representatives of large ice companies, manufacturers of electric refrigerators, the American Association of Ice and Refrigeration, the Society for Electrical Development, the Electric Refrigeration Council, and the National Association of Ice Industries, which sponsored the meeting.

The conference, which was held at Chicago, was called to give consideration to a rather acute situation that has developed between the ice and electric refrigeration industries and which is evidencing itself in the increasingly frequent appearance of unethical copy in various parts of the country. It was pointed out that this advertising is emanating from both industries and it was generally agreed among those present that such publicity is particularly harmful to their common interests. Facts were presented to show that both industries have a common purpose, to educate the public to a broader appreciation of the necessity of food protection through adequate refrigeration and that if this was intelligently approached, both industries would profit by a greater expansion.

On the other hand, it was explained that the persistent use of disparaging advertising by one industry, directly attacking the other's service to the public, only created public distrust and undermined confidence in the securities of both industries, with the further possible effect of retarding their continued growth.

The representatives at the conference unanimously adopted a resolution deplored the situation and pledging themselves to use their influence to bring about the abatement of such advertising to the end that only constructive methods would be used in presenting the subject of refrigeration to the public.

## **Commercial Investment Trust Forms German Subsidiary**

The Commercial Investment Trust Aktien-Gesellschaft, with headquarters in Berlin, has been organized as the German subsidiary of the Commercial Investment Trust Corporation, New York. This is one step in the plan of this company to form subsidiary companies in foreign countries.

Like the American operating companies, the new German company will grant credits for the time payment purchase of automobiles, and other products adaptable to this type of financing. The extension of such credit activities abroad, it is expected, will be of material benefit to American industries in improving foreign markets for American business.

## **Wilson & Bristol, New Advertising Business**

Arthur W. Wilson and Ernest M. Bristol have started a general advertising business at New York, under the name of Wilson & Bristol. For the last four years Mr. Wilson has been with the Thresher Service, Inc., New York advertising agency. Prior to that time he had been with The Hercules Powder Company, Wilmington, Del. Mr. Bristol was recently secretary and advertising manager of the Alfred H. Smith Company, New York, importer of "Djer-Kiss" perfumes. He was with that company for six years.

## **Transferred by International Harvester**

Roy Metzell has been transferred from the advertising department of the International Harvester Company, at Fort Dodge, Iowa, to the Buenos Aires branch in South America. He will prepare a campaign for the promotion of the company's products in that territory.

## **San Antonio to Continue Campaign**

The Chamber of Commerce of San Antonio, Tex., has appropriated a fund to continue the community advertising campaign started last winter. Mid-western newspapers and farm papers will be used in addition to outdoor publications.

# Practical Information—That's What Dealers Want

Especially When This Information Is Planned for Consumption by Retail Salespeople

By Ruth Leigh

FROM an Illinois town with less than 4,000 population comes a rather significant request signed by the advertising manager of the general store: "Could you outline an information questionnaire which could be sent to all manufacturers when we make a purchase of goods from them? We find it hard to get really helpful information for salespeople. Perhaps it can be dug from merchandise, but we thought manufacturers could provide us with it."

It seems rather pathetic to think that a small-town retailer, pushing twenty-six nationally advertised lines (they are listed on his letter-head) should find it necessary to ask for such information. Yet, there is his letter to confound the optimist.

One cause of the trouble is that manufacturers are not giving the retailer enough practical information for his salespeople to use. The dealer shouldn't have to ask for it; it should—as this Illinois retailer suggests—be given when he installs your line in his store, and should, incidentally, be followed up from time to time, to be sure it is read and heeded.

Let's answer this retailer's request, for the benefit of manufacturers who want to take a genuine interest in the small-store's plight:

The first and most obvious thing a retail salesman needs to know about merchandise is its selling points. What particular features make your article different from competing merchandise? So often, you and your salesmen rattle off these points glibly, taking it for granted that they are seen and known by everyone, including the retail salesperson. Picture the average young person of nineteen or twenty-two, standing day after day behind the counter of a small

store in a tiny Illinois town. You can't assume that he knows anything about your merchandise, nor even that he will take the trouble to dig out facts for himself.

A great many manufacturers today are using the merchandise tag, attached to the article, to describe the selling points of that article. This is a practical help—and a description of such tags is a story in itself to be told at another time. Suffice it to say here that a merchandise tag assists the salesperson to recall the points to stress in demonstrating the article; if he forgets to mention some, they can be read by the customer as she handles the goods and sees the tag.

## DON'T FEAR THE OBVIOUS

In describing the selling points of your goods for the retail salesman do not be afraid that you are telling the obvious. It is well to take for granted that the clerk sees nothing of the essential features. You need not be hesitant about under-estimating his intelligence.

Second, I suggest that you tell retail salespeople the best way to demonstrate your merchandise. Are there any special tricks or tests he can use? What is the best way to handle your merchandise?

For instance, in the Onyx hosiery booklet for retail salespeople, the so-called nail file test is recommended. The Onyx booklet says: "This consists of running a nail-file or scissors-blade quickly along the inside of the stocking. Any stocking whatever will stand this test if the point of the blade is directed backward. If you have seen this trick used by house-to-house salesmen, learn to do it yourself, so as to be able to con-

# Stonewall Linen Ledger

AS GOOD AS ITS NAME! All that the name Stonewall implies,—stamina, resistance to wear, all 'round reliability,—has been built into the rough sheets that bear this water mark.

STONEWALL LEDGER meets the whole wide range of modern bookkeeping requirements in masterly fashion. Accountant, purchasing agent, printer and ruler are pleased with its splendid qualities. Buff, blue and white in a good variety of weights.

*"Note the Tear and Wear as well as the Test"*

# NEENAH PAPER COMPANY

*Makers of*  
OLD COUNCIL TREE BOND  
SUCCESS BOND  
CHIEFTAIN BOND  
NEENAH BOND

*Neenah, Wisconsin*

Check the  Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



## Good Copy

**Everybody in business will tell you the importance of making friends.**

**But you see advertising copy which makes no friends because like a Baxter Street old clothes man it grabs at your button-hole in a frantic attempt to sell you something you don't want.**

One corporation served by us had its biggest year while advertising regularly, yet never soliciting a sale in its copy.

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

vince any customer who may speak of it."

In their instruction book for salespeople, W. N. Stevenson & Company, umbrella manufacturers, do not leave the saleswoman to work out a demonstration for herself. Every step in showing an umbrella to a customer is described in this booklet, supposedly by an expert saleswoman to a "green" one:

I explained the correct way of opening an umbrella, cautioning her that it was usually fatal to the umbrella to permit a customer to open it or pull off the cover for the first time. . . . I showed her how to first loosen the case, and pull it back half way; then to take hold of the ferrule end and slide case off right side out. Then I showed her how to shake the umbrella by a slight turn of her wrist, while holding it upright, to loosen ribs from frame, and to keep them from snapping at top. Finally, I impressed upon her that she should always open an umbrella, when she got to this stage of the demonstration, while holding it in an upright position.

My second suggestion, therefore, is that a manufacturer tell retail salespeople the correct way to demonstrate his merchandise to customers.

Third: if you know beforehand what objections the average consumer is going to make to your merchandise, or to some particular feature, anticipate that objection for the salesperson and give him the simplest correct answer. It isn't fair to any retailer nor to his salespeople to expect him to meet these objections without proper ammunition for selling backfire. For instance, The Vanity Fair Silk Mills, in its instruction manual for retail saleswomen, discusses a certain silk underwear fabric to which the average woman, examining it over the counter will make an obvious objection: "It's too thin." Thus, in this booklet, saleswomen are given six or eight specific answers to the objection, written in the actual words they are to use in meeting the objection over the counter.

Another illustration of how a manufacturer can anticipate objections for the retail salesman, and give him proper ammunition is given in the "Course in Ampico Salesmanship." The prospect,

# Los Angeles Times



for first  
six months  
of 1926

### FIRST in Total Advertising

Los Angeles Times.....	13,608,084
Nearest local paper.....	11,489,128

---

Times Lead .....	2,118,956
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### FIRST in National Advertising

Los Angeles Times.....	2,276,596
Nearest local paper.....	2,173,178

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Times Lead .....	103,418
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### FIRST in "Local Display"

Los Angeles Times.....	6,683,936
Nearest local paper.....	5,559,470

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Times Lead .....	1,124,466
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### FIRST in Want Ads

Los Angeles Times.....	4,647,552
Nearest local paper.....	3,952,522

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Times Lead .....	695,030
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(All figures in agate lines)

# Los Angeles Times

Eastern Representative

WILLIAMS, LAWRENCE & CRESMER CO.  
360 N. Michigan Blvd., Chicago 285 Madison Ave., New York



## Cartons — Labels — Bottles EVERYTHING

When gathered together the packages made in our large, modern Carton & Label Plant look like the "Who's Who" of American business.

Products of every description from cereals to hair tonic, from cold cream to floor wax, from coffee to cough drops are marketed in "Diamond I" Cartons and Labels every day of the year.

The same fine quality that characterizes "Diamond I" Bottles is also found in "Diamond I" Cartons and Labels. A separate splendidly equipped plant takes care of this division of "Diamond I" Service.

If you are interested in packages permit us to discuss this important topic with you.

# Illinois Glass Company

*Established 1873*

ALTON

ILLINOIS

supposed to be buying an Ampico Player Piano in the salesroom, says:

Yes, that sounds pretty good to me. But I don't think I want a reproducing piano in my home. My daughter is a fair player. . . . It's far better for her to go to concerts and hear real artists.

A frequent objection—and Ampico salesmen are given the answer, in the form of arguments worded exactly as the salesman is supposed to reply to such an objection.

Better than all the information about your factory, your plant, your welfare work for factory employees, are practical answers to everyday, over-the-counter problems that the retail salesman meets. If you are in doubt as to where to uncover these objections, interview about a dozen counter salesmen. Ask them what customers object to. Without hesitation, you'll get the objections—and once you know them, grapple with them squarely. It's the only fair thing to do.

Too many manufacturers, in writing to retail salespeople, are too rosy in their pictures of the ease with which their product can be sold. The average counter salesman, no matter how uneducated, is very realistic. You cannot gloss over his difficulties. Objections are not easy to meet, unless one is a merchandise expert. If you know of certain objections that the consumer is likely to make to your product, tell the salesman so; then tell him how to overcome them.

#### STORE ATMOSPHERE LACKING IN DEALER MATERIAL

Right here, a word of criticism of some of the so-called educational material sent by manufacturers to retail salesmen is called for. Much of the material lacks store atmosphere. It is written too plainly from a desk. Retail salesmen are quick to detect that, and immediately discount your arguments. The situation narrows down to this: If your product is one of five, fifteen or fifty others that this salesman handles during the day, it is well not to over-



**In England  
the best  
Advertising  
always appears  
in  
Punch  
—The  
Paper  
that  
is  
England**

::

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
80, FLEET STREET  
LONDON, E.C. 4, ENG.

# To Get Your Share of the 1926 Appropria- tiated Budget of **\$23,580,000**

You have only  
to reach

3,210 Y. W. C. A. secretaries  
who are the buying execu-  
tives for 1,167,099 Y. W.  
C. A. members

Through  
The Official Y. W. C. A.  
Magazine  
THE WOMANS PRESS,  
which goes to all Y.W.C.A.  
buildings, libraries, and its  
officials.

## IT OFFERS YOU A DOUBLE MARKET

1. It Reaches Individual Members
2. It Reaches Buying Executives

*For complete plan of services  
to fit your particular product  
address*

**Miss Clara Janouch**  
*Advertising Manager*

**The Womans Press**  
600 Lexington Ave.  
New York, N. Y.

emphasize the importance of your particular article. There is no good reason (to him) why a retail salesman should push your brand in preference to other similar brands. The most you can hope to do is to make the salesman really believe in your goods, and to be able to give an intelligent selling demonstration of them.

Because a large proportion of retail educational material that you furnished the store salesman is, to some extent general, you are obliged to take a broad viewpoint. Yes, your retail sales manual is going to help sell some of your competitor's merchandise. You can't avoid that. If you merely improve a clerk's salesmanship, his selling personality, his general ability, you'll get your share of the additional sales he will make. A competing brand may get its share, too, but that's all in the game. What you are after is to make more intelligent salespeople in the hope that they will take greater interest in learning about the merchandise they sell—your product among others.

Some manufacturers doubt the value of publishing technical explanations for retail saleswomen. (There's no doubt of their value for salesmen.) This doubt has no foundation in fact if you can describe a technical process in simple understandable language, eliminating all the non-essentials of the process, provided of course, it is going to help that saleswoman sell your product more intelligently. Sometimes you cannot help her overcome consumer objections without furnishing her with some technical information about a manufacturing process. Make it as simple as possible, with plenty of diagrams and pictures.

One manufacturer has educated retail saleswomen in a certain silk weaving process—a fairly technical explanation. Time after time, I have seen saleswomen drawing for a customer on the covers of boxes, on sales checks, on any available scrap of paper the technical diagram furnished them in that manufacturer's educational material.



## DO IT NOW!

This very trite phrase, shop-worn and frayed around the edges, is the very best of advice—as to buying your fall printing. For, placing your fall printing orders now will surely result in better printing. Your printer will have time to give your work more thought and care, the possibility of error will be reduced to a minimum and prompt delivery will be doubly assured.

Many wise New York firms have already placed their fall printing orders with us. You, too, will find our eastern office convenient in location, efficient and courteous in personnel and capable of carrying out your most intricate orders in a highly satisfactory manner.

You will find it particularly advantageous to place your large edition and color printing with us. Our equipment for this class of work is most modern and complete. We feel very proud of our ability to combine a high standard of craftsmanship with moderate cost.

Reap the benefits of quick decision. Place your fall printing orders with us—now.

### J. W. CLEMENT CO. COMBINED WITH THE MATTHEWS-NORTHRUP WORKS

*Planning - Engraving - Printing - Binding - Mailing  
Map Specialists*

NEW YORK      BUFFALO      CLEVELAND

*Eastern Office: 927 Postum Building, New York*

# How Trade Associations Protect Their Trade-Marks

Even Though an Association Does Not Actually Sell Merchandise, It Is Sometimes Possible to Secure Trade-Mark Registration

*Washington Bureau  
of Printers' Ink*

THE most effective means of protecting the trade-mark of a trade association or other commercial organization is the registration of the mark in the Patent Office. The procedure is simple. Yet, comparatively few associations which own marks have availed themselves of this protection, and a large number have been refused registration.

The main difficulty is the result of the fact that the majority of trade associations are service organizations. When an association actually buys and sells the products of its members there is usually no difficulty in securing a registration of its mark. But the records of the Patent Office show that most of the associations which seek trade-mark registration merely render a service; they do not actually own the goods they sell, and the law prevents their securing registration directly. However, there are several indirect methods by which they may protect their marks with registration, and the grounds which warrant these methods are indicated by the records of several interesting cases.

Under the law, an organization which is merely the selling agent of its members cannot register a trade-mark. This rule was laid down by the Patent Office in 1912 with its opinion in the case of the Ontario-Cucamonga Fruit Exchange. The Exchange filed an application for the registration of a mark, which was opposed by several member organizations. In fact, there were three associations involved, and the examiner of interferences held that the Exchange was not entitled to registration. The case was appealed to the Patent Commissioner who gave a rather lengthy opinion upholding the examiner and explaining the legal aspects of the case. He said:

"Each of the associations, therefore, having the right to use the mark during its membership in the Exchange, and the latter being merely a selling agent for these associations, it cannot be held that the latter has such ownership in the mark as will entitle it to registration."

In a number of instances, chambers of commerce and labor unions have sought to register trade-marks, and their cases have contributed to the grounds on which trade associations may claim the right of registration. In 1915, as a typical case, the Brockton Chamber of Commerce, Inc., filed application for registration. The mark consisted of three overlapping circles, the upper circle having in it the letter "B" and each of the two lower circles the letter "C." The application shows that the mark was to be used for boots and shoes, and the registration was refused by the examiner on the ground that the Patent Office had uniformly refused to register what are known as collective or community marks.

The case was promptly appealed to the Commissioner who, in his opinion, which confirmed that of the examiner, said that the question as to whether or not an association or corporation not engaged in commerce could be an owner of a trade-mark was not a new one. He cited an opinion of the Supreme Judicial Court of Massachusetts to the effect that the Cigar Makers' Union, in that it did not indicate by what member or person the cigars were made, but only that they were made by one of the local unions, could not acquire a trade-mark, inasmuch as the union was not a manufacturer or a dealer in the cigars on which the label was used.

In 1920, the United Cloth Hat and Cap Makers of America

## PEARLS, YOU KNOW, COME IN STRINGS



*Illustration by courtesy of Black Starr & Frost*

Each individual pearl in the duchess's necklace may be worth a small fortune. But the pearl wasn't picked solely because it was a nice pearl. It had to fit in with the rest in color, shape, texture, and size. It is just a beautiful detail in an iridescent rope which is finely graduated from the diamond clasp at the nape of the lady's lovely neck to the great iridescent globes of shining light which repose so comfortably on the lady's bosom. It takes a lot

of planning to make a good pearl necklace.

Many advertisers—both large and small—attempt to govern their advertising investment by picking over each advertisement in a fierce determination to make it perfect—100%.

There are not many perfect ads, as a matter of fact, yet advertising continues regularly to work what the uninitiated often call "its magic". The reason is simple: Good advertising, like a string of pearls, has continuity for its vital element. And it is *planned*. It is going in a definite, predetermined direction.

We welcome the supervision of clients anxious to feel that their advertising is working toward a specific goal, and willing to trust our professional skill in shaping each individual advertisement to that end.

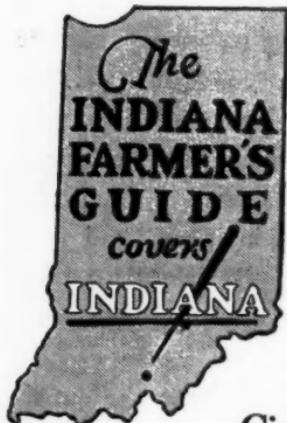
CALKINS & HOLDEN, Inc.

247 PARK AVENUE, NEW YORK CITY

# Concentrated Farm Prosperity

## IN INDIANA

The Indiana farmer does not buy gold bricks. He is a business man as well as a farmer. He believes in the motto: "Before you invest—investigate."



INDIANA presents a vivid picture of real farm prosperity. The state makes a particularly strong showing when you consider farm valuations and production per acre or per square mile of area as compared with other sections of the United States.

When comparison of the value of agriculture per square mile in Indiana is made with the average square mile valuation for the entire United States, startling facts are disclosed. In nearly every major head of agricultural valuation, Indiana has a tremendous lead over the average for the United States. Here is "concentrated farm prosperity."

There is only one sure way to reach this farm market and that is through the columns of The Indiana Farmer's Guide, which covers Indiana thoroughly.

Every week The Indiana Farmer's Guide goes into almost every up-to-date farm home in the state of Indiana and adjoining sections of Ohio, Michigan and Illinois. It is the farmers' guide in every sense of the word.

Circulation 145,000 Weekly

# The INDIANA FARMER'S GUIDE

*Huntington-Indiana.*

B. Kirk Rankin, Publisher

Wm. G. Campbell, Gen. Mgr.

Chicago  
Kansas City

Represented by  
JAMES M. RIDDLE COMPANY

New York  
San Francisco

sought to register its label as a trade-mark; but registration was refused on the ground that the applicant was not the user of the mark in commerce, but only granted the right to its members to use the label.

In the same year, the United Garment Workers of America was refused registration of a ticket-like device having printed thereon, "Issued by authority of the United Garment Workers of America" and other text. The ground of the refusal was that the applicant had not used this label as a trade-mark, but only to indicate that the goods to which it was attached were made by one of the members of the union.

Several organizations have sought to register emblems to characterize standards of quality and to denote good-will. As typical of this class, the Detroit Board of Commerce sought to register a mark in the form of an outline of an eagle in dark blue, across which appeared the words "Made in" in white, and under it the letters "U. S. A." in red, the whole being in the form of a shield. According to the application, this device was being used as a trade-mark for so-called good-will tokens.

The examiner refused to register the mark, and the Commissioner of Patents, in sustaining the examiner's opinion, pointed out that the token was a certificate by the Board of Commerce that goods sold in connection with the device were made in the U. S. A., it being also intimated that the maker of the goods was a reputable concern in the opinion of the Detroit Board of Commerce. The Commissioner then commented on the fact that the applicant was not the manufacturer of any goods on which the mark was used, and said:

"A certificate of good character is not bought with money, but with character. It is not an article of commerce; it cannot be bought by anyone who wishes to buy it, and it is without value in the hands of any but authorized persons."

These cases have indicated to a number of trade associations just what they must avoid in becoming

# Prestige

What San Franciscans read in *The Chronicle* they believe—and your advertising shares in this prestige because of its sponsorship by this long-established newspaper.

## REPRESENTATIVES

Williams, Lawrence & Crammer, 285 Madison Ave., New York City; 360 No. Michigan Ave., Chicago; R. J. Biddle Co., Times Bldg., Los Angeles; Henry White, Stuart Bldg., Seattle.

San Francisco  
**Chronicle**

We make big books  
and little folders to  
create new business  
for our customers.  
Ask to see *The Mir-  
acle of Coral Gables.*



CURRIER & HARFORD  
LTD · 468 FOURTH AVE., N.Y.C.

# house Organs

Reader interest exists only in proportion to the personality of your house organ. We have been privileged to interpret the personalities of ten national business leaders through the production of their house organs.

*Helpful copies of our House Organ production will be sent on your request*

**ARROW PRESS, INC.**  
318-326 West 39th Street • New York

**EUREKA**

**Baby Ruth**

**Indian**

**MOTORCYCLES & BICYCLES**

**Every Child! A Booster!**

**GET the kids, old and young, boosting for you. Every child loves balloons — they bring their parents to your dealers' stores to get them.**

**National advertisers are using millions every month—reselling to their dealers for use in sales promotion campaigns of all kinds.**

**Write us for list of big national advertisers using "Perfect" balloons. We furnish literature and plans for promoting their sale to your dealers.**

**PERFECT RUBBER CO.**  
62 Wayne St., Mansfield, O.

A black and white illustration of a young girl in a plaid dress and stockings, jumping with her arms raised, representing a child "boosting" balloons.

successful registrants of their marks. Several organizations have deliberately gone beyond their original purpose merely to establish valid grounds for trade-mark registration. They have bought and paid for a quantity of the products of several members, and they have sold the goods to parties in different States. Then, after delivery of the products, they have submitted the papers connected with the transactions to the Patent Office as evidence to prove that they have complied with the law by actually engaging in interstate commerce.

While the registration file does not show the methods used in securing registrations, it may be concluded that those service associations which have secured registration have done so by first proving that they had used their marks in actual interstate commerce.

#### TWO OTHER METHODS

There are two other methods of registration which have been used successfully by trade associations. One of these is probably the best method of all, since, from a legal viewpoint, it promises the strongest protection should the mark be infringed. It requires that the mark be used in commerce and registered by a member of the trade association, then assigned to the association together with the good-will involved, after which all other members are licensed or authorized to use the mark.

Another method conforms with the law by the use of the mark on a publication by a service organization. In several cases it has been held that a publication of a trade association, when sold to members, is an article of commerce. As such, the publication may be identified by a trade-mark, and the mark may be registered. Then the mark may be used on a variety of products. While this registration covers only publications, it allows the owner to accompany the mark with "Registered in U. S. Patent Office."

The record of registration of the mark, "Save the Surface and You Save All," indicates that the National Save the Surface Campaign

# Think of — Cedar Rapids, Iowa

A city of remarkably strong bankinghouses with a record of *never* a bank failure.

Two national and eight state banks with total resources of over forty-two millions and savings deposits of over nineteen millions affords sufficient capital for every substantial commercial enterprise. Serving that banking and commercial strength is the dominant newspaper of the field,

THAT NEWSPAPER IS

## **The Evening Gazette**

Represented By

ALLEN-KLAPP CO.

489 5th Ave.  
New York

Tribune Tower  
Chicago

# I Write Copy

that saves syllables and spends thought. Twenty-five years in advertising and selling have shown me that many a fine sale has been killed by talk and buried in a grave of words. Discussion of copy problems invited, at your convenience.

WILLIAM  
EDWARDS  
CAMERON  
*Advertising Writer*  
195 Lexington Avenue  
New York  
Phone Caledonia 6743

## RADIO MERCHANDISING for August

### A Selective Trade Directory

When you have something to say to the radio trade, say it in a publication that gives you trade circulation.

Circulation 25,000+  
Regular Rates  
Forms close July 20

RADIO MERCHANDISING  
239 West 39th Street  
NEW YORK CITY

Committee utilized both of these methods to protect its property. This trade-mark was registered in 1920 in the name of the Henry A. Gardner Paint Company, of Washington, D. C., and the same registrant appears as the owner in another registration dated in 1923.

The record does not show whether the Gardner Paint Company assigned the mark to the committee, nor does it indicate whether the paint company or the committee licensed or authorized other members to use the mark. However, the wide use of the mark indicates that all of these things were done.

Although registration and assignment of the mark by a member is considered good practice, the Save the Surface Committee made protection doubly sure by also registering the slogan as a trademark for a publication. In fact, the committee secured two registrations for the mark, one dated March 11 and the other February 26, 1924, for the publication, "Save the Surface News."

### Doremus Agency Appoints J. C. Gilruth

James C. Gilruth has joined Doremus & Company, Inc., advertising agency, and has been placed in charge of the news department of its Chicago office. Mr. Gilruth was at one time city editor of the Chicago *Daily News* and for several years has handled news for a number of business institutions.

### Newspaper Campaign for Beverage

A newspaper campaign will shortly start on Toddy, a food drink made by Maltop, Inc., Buffalo, N. Y. The campaign, which will appear in newspapers throughout the country, will be directed by the Landsheet Advertising Agency, also of Buffalo.

### Bernard Meuser Dead

Bernard Meuser, head of a Chicago advertising agency bearing his name, died recently. He was for many years a member of the advertising staffs of several Chicago newspapers. He was seventy years old.

### International Derrick Appointment

John L. Hamilton, Jr., has been placed in charge of advertising of The International Derrick & Equipment Company, Columbus, Ohio.

## In Allentown (Pa.)

### THE CALL gained 14%

in total lineage in the first six months of 1926.

The Call leads in everything.

**The Allentown Morning Call**  
**Story, Brooks & Finley**  
 National Representatives  
*"Ask us about Advertisers' cooperation"*

## Of Interest to Automobile and Accessory Advertisers

The 1925 figures for Paterson, N. J. of the Department of Commerce show 33,438 families in the city alone and the automobile owners of record reveal about 5,000 Fords and over 10,000 other cars. In other words, nearly every other family owns a car—which, to say the least, is a pretty good barometer of the community's general prosperity.

It is amongst this populace that The Press-Guardian and its Sunday edition, The Chronicle, circulate. Automobile advertisers have long recognized the value of its advertising columns in producing sales. That's why during the year of 1925 they placed 553,327 lines of their advertising in these papers, or 115,263 lines MORE than both of its competitors combined. This same splendid record is being maintained in 1926, as DeLisser Bros.' lineage reports for the first five months of this year show the following results:

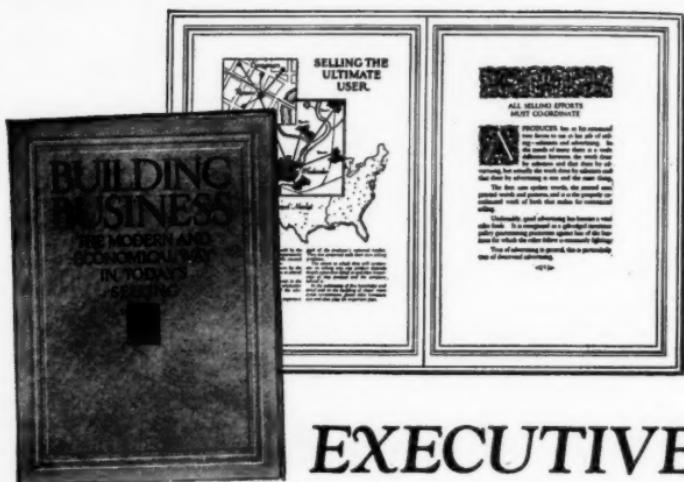
The Paterson Press-Guardian (Daily & Sunday) . . . . .	256,278 lines
Second Paper . . . . .	129,391
Third Paper . . . . .	103,543

There are 54 auto dealers in Paterson alone and 69 in its trading territory. If you wish to reach these prospects, Paterson's leading evening newspaper and only Sunday paper can help you.

## The Paterson Press-Guardian

(Member of The 100,000 Group of American Cities)

National Representatives: G. LOGAN PAYNE CO., Chicago, Atlanta, St. Louis, Los Angeles; PAYNE, BURNS & SMITH, New York and Boston



## EXECUTIVES

who want to build greater sales increases without disturbing their present sales and advertising program will find this book informative and a real help. A copy will be sent without charge to advertising and sales executives upon request.

¶ There are two kinds of sales increases. One is the natural gain that is little more than a reflection of increased demand. The other is the increase that is greater than the rate of gain for the industry and greater, too, than the sales increases of your competitors. This is the type of sales increase we are helping our clients to build. A representative will be glad to call and show you how it is being successfully accomplished.

## WILLIAM GREEN

*a Corporation*

Complete Direct Advertising Service and Counsel

Sales Promotion & Marketing & Merchandising

Offices: 627 West 43d Street, New York City

# Why Studebaker Uses Long Copy

Complete Fact-Proving Copy Gets the Prospect into the Dealer's Showroom

By M. F. Rigby

Advertising Manager, Studebaker Corporation of America

POSTUM used to say, "There's a reason," and let it go at that. Now it uses copy to explain the reason. A flour manufacturer's advertising once said merely, "Eventually, why not now?" The same company today explains why the use of its flour should begin *now*. Tooth paste involves a minor expenditure, yet several of the most popular brands are now using approximately 1,000 words to explain the particular merits of the brand advertised.

The January issue of *PRINTERS' INK MONTHLY* quoted from *Collier's* the experiences of Governor Al Smith of New York, when he campaigned against Col. Roosevelt for renomination. Roosevelt made as many as thirty speeches a day, none of which gave him opportunity to set forth his views fully. Smith spoke not more than twice a day but took time to define his position and policies clearly. "The newspapers," commented *Collier's*, "were filled with jazzy accounts of Roosevelt's movements, while they printed what Smith said." Smith won.

In advertising its automobiles, Studebaker uses what advertising men are wont to term "long copy." Rather it should be called *complete* copy.

Studebaker believes that full facts, backing up claims of merit and superiority, are more convincing than fanciful writing, catchy phrases and unsupported statements.

The average copy writer likes to indulge in catchy expressions and fanciful writing. It's human; there's a swing and romantic atmosphere to it that intrigues him. But does it really "sell" one make of car against another, or does it merely tend to confuse the buyer's mind because of its blatant claims—claims, after all, that are usually identical with those of several

other car makers except in the wording?

Here are the reasons why Studebaker believes in "reason why" copy in the advertising of its automobiles:

The purchase of an automobile means, to the average family, a fair-size investment that calls for careful consideration. There is a "reason why" this investment should be made in a particular make of car, and this reason should be, Studebaker believes, the basis of the copy appeal. Just because it is factful copy is no reason why it cannot be red-blooded, forceful copy.

#### AUTO BUYERS WANT FACTS

What the buyer of an automobile wants to know is how it will run and *how long* it will run smoothly and satisfactorily. He is even interested, though a layman, in *details* of its construction. This has been proved to our satisfaction by requests from owners and prospective purchasers for booklets and other matter setting forth fully Studebaker's manufacturing methods.

It is claimed that advertising cannot actually sell high-unit merchandise involving a considerable outlay of money by the purchaser; that it merely creates the desire and prompts the reader to go to the dealer for an inspection or demonstration of the product.

All right. Studebaker thinks that fact-proving, complete copy not only works toward getting the reader into the dealer's showroom for a demonstration, but gives double conviction to the salesman's detailed exposition of the merits of the car. The prospective buyer has read the story once, as complete as space would permit. When the salesman makes the same points, elaborating upon them and proving them by actual demon-

# ADVERTISING EXECUTIVE FORCED TO CHANGE

He has for ten years been Advertising and Art Director of a Chicago corporation whose annual business he assisted increasing from a half to twelve million dollars volume. Following this, was Vice-President of an Advertising Agency. Following that, was associated with a nationally known firm, developing a business which increased his earnings over 50% in less than two years. A well-rounded executive. Been through the advertising profession from the ground up. Accustomed to assisting secure accounts, creating and producing advertising of distinction and power and to developing and directing necessary organization. Has a genial personality; exudes the cordiality that creates favorable impressions and inspires respect. 45 years young, happily married and in good health. Is loyal, can take orders, give them and personify employers. Can write or talk and work in harmonious co-operation with superiors and subordinates. Has made \$10,000; will start at \$6,000. Desires permanent connection with opportunity for advancement. Personal interview arranged. Address K, Box 222, "P. I."

## WHAT ADVERTISING AGENCY WANTS A NEW YORK BRANCH OFFICE THAT WILL SHOW A PROFIT FROM THE FIRST MONTH?

This agency is suffering from lack of capital and recognition. Yet it is making money. Its clients are worth-while concerns. Its personnel is quite well known and respected. Its volume is not large but is growing.

Some strong agency located outside of New York could benefit greatly by absorbing this company. Only a moderate investment would be necessary.

Address  
"X," Box 83, Printers' Ink

stration, the person believes them the more strongly for having seen them in print. The double register of the same facts rivets them firmly in his mind.

When Studebaker says it sells a "powerful" car, it doesn't stop with that. It proves the statement by direct comparison on the basis of power ratings established by the Society of Automotive Engineers.

With power disposed of, this type of copy then permits Studebaker to talk dependability of performance, equipment and value obtained through "One-Profit Manufacture and Unit-Built Construction." These are treated concretely, not merely glossed over.

In used-car advertising, Studebaker pursues the same policy, explaining fully how its definite pledge guaranteeing "certified" cars protects the purchaser from the gamble of buying used cars. This copy is run by dealers, as their pledge to their trade. Here again the product is proved, first by the merchandising policy behind it, and, secondly, by the advertising of this "proving" policy.

In a word, Studebaker's use of detailed "reason why" copy is predicated on this belief: That the mission of advertising is to transfer conviction known in the mind of the seller to that of the buyer; that this cannot be done in a few short words, or by the use of unsupported claims, but that facts—and plenty of them—will convince.

## New Account for Cleveland Agency

The Carpenter Advertising Company, Cleveland, Ohio, has been appointed advertising counsel for the Cox Products Corporation, Cleveland, manufacturer of the Cox shock absorber.

## Portland Agency Transfers G. L. Greene

G. L. Greene, in charge of production of Hall & Emory, Inc., advertising agency, has been transferred from the Portland office to the Seattle office.

## Appoints Hamilton-Delisser

The Knoxville, Tenn., *Free Press* has appointed Hamilton-Delisser, Inc., publishers' representative, as its national advertising representative.



## Bridging the Hudson

In February, 1922, the Kiwanis Club of Poughkeepsie, New York, appointed a committee to conduct a campaign for a much-needed "Highway Bridge" across the Hudson River.

Public meetings were held, a publicity campaign inaugurated, and the civic, fraternal and patriotic organizations of the city were invited to join in securing State-wide action. The result is the six million dollar bridge now under construction that will span the Hudson at Poughkeepsie.

The combined thought and influence of one hundred and five men is responsible for this useful public achievement. Consider the influence exerted in the public and business life of America by 100,000 such men.

This field of 100,000 business owners, executives and professional men is reached in its entirety by

## The Kiwanis Magazine

164 W. Jackson Blvd.

Chicago, Ill.

**WE BUILD**

## Visualizer for Agency

A Philadelphia Advertising Agency, directing a well-balanced group of active national accounts, has an immediate opening for a man with these qualifications:

**General familiarity with agency method of operation.**

**Ability to grasp the fundamental purposes of an advertising program and the viewpoints of clients, agency heads and copy men.**

**Thorough understanding of art composition, facility in creating quick roughs, and ability to prepare layouts and preliminary sketches suitable to submit for clients' approval.**

**The "team work" attitude—a real desire to work in close cooperation with the other members of the agency.**

Such a man will be given a wide-open opportunity to participate in the development of the agency's plans for its clients, to contribute the visualizer's viewpoint to the creation of copy themes, and eventually to direct all buying of commercial art. He can expect a steadily broadening field for the further development of his abilities and a salary fairly reflecting the growing value of his contribution to the agency's progress.

**In writing for appointment, please give full particulars of experience, age, starting salary expected, etc.**

**Address "R," Box 228, Printers' Ink.**

## How to Charge Advertising Costs

*(Continued from page 6)*  
the cost of advertising one product to the other two, even though all three may be sold under a family name. We would find ourselves in a hopeless maze of charging expenses back and forth. Yet special circumstances could somewhat alter cases.

If we had a new product to advertise, which would have to appear on the market without the support of established good-will, our inclination, over a certain length of time, might be to capitalize a part of our advertising costs, with the intention of beginning later on, when our product is better known, to charge all our advertising as expense. On the other hand, we might want to show all the advertising as expense right from the start. While the latter practice would be the more conservative, either practice would reflect good judgment in the absence of any particular condition which might make one preferable to the other.

*No system of universal rules can be set up.* We want, anyway, to distinguish between rules and principles, and be guided by principles. We must *think*. We must use good judgment. We must marshal our facts and take every fact into consideration; we must know our business and above all determine our aims.

We should remember that our accounting must be simple. It must be devoid of frills and red tape. If it gets clumsy in body and slow in action, it loses efficiency as a means to an end and costs too much money.

*The distribution of our advertising expenditures is equitable, when intelligently made in the light of definite goals set by the knowledge, experience and good judgment of practical minds.*

With the adoption of a budget, we put the goal of our entire business on paper. We visualize our expected operations and the co-



Two of the Cutler-Hammer 1926 series of National advertisements.



## A New Story for Industry



And for 39 industrial papers copy fitted to specific fields is prepared with care and knowledge born of experience.

A story of national importance to industry—nationally told; its economic importance vividly painted for the executive in a sweeping "general" campaign; its application to specific fields brought home to the technical man through copy carefully placed and written from his point of view.

A background of broad experience and intimate contacts enables our organization to think clearly and move with unusual assurance of sales effect in the planning and carrying out of such a program.

# George J. Kirkgasser & Co.

Advertising Agency  
Wrigley Building, Chicago, Ill.

## SALES EXECUTIVE WANTED

A well-established manufacturing concern, with sixteen years of successful marketing, having a national distribution of its product used by food producers and retailers, desires an experienced sales executive as assistant to the general manager. Ability to work with district managers and salesmen in the field and to meet with large interests is essential. There must be no objection to remaining at distant points for indefinite periods. A good salary, a permanent connection, and a worthwhile future awaits the man seeking such association. If you are strong, aggressive, a natural leader and understand what brains are for, you will write the kind of letter that will gain a personal interview with the principal. Communicate with Fred'k U. Dodge, 487 Orange St., Newark, N. J.

ordination of them over a certain period of time. We see our advertising, the cost of it, as one of the forces to contribute to the achievement of our purpose. We consider it, study it, think about it, estimate it—from the viewpoint of its relationship with the rest of our business—and we put it down.

Our budget is simply a written plan covering income and outgo. The proper use of it is nothing more than the sound management of one's personal funds, developed for and applied to business. It is a flexible guiding estimate—not a law—and, as an estimate, it gives the organization definite objectives to reach (or excel), and charts the way. Covering all anticipated purchases, expenses, sales and profits, it provides a live standard with which to compare actual operations and thereby prevent or stop mistakes and loss. It is the formula for thinking today in terms of tomorrow—the common-sense basis for controlled progress.

When we need to revise our budget as we go along, because of something unforeseen or overlooked, we can do it smoothly and easily. We maintain our control, our organization balance, our harmony. We always have an objective. There is no excuse for empty arguments in connection with the placing of expenses. The integrity of our accounts is easy to preserve. *We know why we spend, and knowing that, we know where to charge.*

### "Cosmopolitan" Augments Staff

Arthur Carwardine has joined the Western staff at Chicago of *Cosmopolitan*. O. R. Graham has been added to the Eastern staff at New York.

### Appoints Powers & Stone

The Bridgeport *Life*, Bridgeport, Conn., a weekly newspaper, has appointed Powers & Stone, Inc., publishers' representative, to act as its national advertising representative.

### Joins Carpenter Agency

George L. Fairbank has joined the staff of The Carpenter Advertising Company, Cleveland.

from PRINTERS' INK,  
June 10, 1926,  
Page 17

But Recently  
We Found  
Out What  
They Wanted

Dealers Junked Most of Our  
Window Display Cards

But Recently We Found Out What They Wanted and Now They Use

By C. C. Casey

President, Work-Organizer Specialties Company

At the convention in Chicago last summer a hardware man from a small town in Illinois said to me

I was feeling that a lot of it would be king in the scrap-heap—a lot of it.

" . . . we started out to put the dealer's point of view first . . . to make up a set of display cards that would boost the dealer. . . . But we weren't satisfied even then. So we arranged to put the dealer's own name on each card. . . . We have kept the cost around fifty cents a set (of seven cards) including the special imprinting. . . ."

AND NOW—  
Here is A New  
Machine That  
Makes Individual  
Cards in Any  
Color Scheme  
for 6 cents each.

**MASSEELEY**  
REGD TRADE MARK

**SHOWCARD MACHINE**

Produces 1500 embossed 4-color cards up to 16" wide, any depth, from start to finish, in less than one working day.

A clean process—no ink, paint, heat or moisture used. Specially made bronze type forces colored paper into cardboard. All kinds of type and poster-esque illustrations strikingly reproduced in any color scheme.

Pays for itself in a few months—upkeep cost is negligible. An unskilled operator can turn out perfect results in a few hours. Small quantities of cards can be run off as economically as large quantities.

A remarkable piece of equipment—Mechanically perfect. Write us today or call and see the machine in operation.

AMERICAN MASSON-SEELEY CO., Inc.  
247 Park Ave., New York City  
Please send me full information.

(Tel. Ashland 7628)

NAME.....

ADDRESS.....

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Renwell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 135 MADISON AVENUE, NEW YORK  
CITY. TELEPHONE: ASHLAND 6500. President  
and Secretary, J. I. ROMER, Vice-President,  
R. W. LAWRENCE, Treasurer, DAVID MARCUS.  
Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank  
Building, GOV'T. COMPTON, Manager.

Atlanta Office: 704 Walton Building,  
Geo. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building,  
A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street,  
M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto,  
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60;  
quarter page, \$30; one inch, minimum \$9.10;  
Classified 65 cents a line. Minimum order \$3.25.

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NEW YORK, JULY 15, 1926

**Two Kinds of Price Competition** There is danger in drawing general conclusions concerning price competition, because it is of two distinct kinds.

In the first place, there is the manufacturer with the reputation for fair dealing and quality who by carefully planned economies in production and selling and increased advertising is able to lower his prices and increase his volume without any diminution of quality. This kind of man it pays to watch and emulate.

But manufacturers who address PRINTERS' INK on the subject, as many of them do, usually have a totally different condition in mind. It is the competition of manufac-

turers who, lured by the profits and success of a few leaders in a business, imitate the *appearance* of a product, make much noise about its price and sell on a price basis alone.

This type of competition is disagreeable and worrisome, but it may be met and overcome by logical methods. One company with a seventy-five-year reputation for fair dealing and quality, which suffered from a sudden influx of gyp competitors, instructed its salesmen to say that there were five or six good makers of the product in whom the dealer could have confidence. Each salesman was told to mention these reputable competitors by name. If he were asked about the others he was to tell the truth; namely, that they were selling on price alone; that their product was not fitted for the trade they were trying to sell; that the retailer by buying price instead of reputation and quality would find his shelves cluttered with goods for which there would be no consistent demand from the buying public.

It is a matter of record that the sales of this company, which deliberately boosted its constructive competitors, almost doubled during the first year this new method was tried.

Other manufacturers have successfully met the same sort of competition by a variation of the thought that any purchase of goods is an investment for resale. Such concerns have armed their salesmen with facts to show that while one can buy the securities of a turbulent and revolutionary South American republic at 68, the obligations of the United States Government, Great Britain and other substantial and responsible states sell at thirty or more points higher.

Getting the dealer to think in terms of investment and security of resale rather than price alone will help to overcome unscrupulous competition. Meeting this sort of price competition is like meeting and overcoming any other problem in merchandising. It requires broad vision, straight thinking, courage and hard work.

**Pity the  
Cotton  
Industry**

A week ago PRINTERS' INK called attention to the fact that co-operative advertising was being considered for the cotton industry by the Association of Cotton Textile Merchants of New York.

The very fact that the cotton industry was willing to consider advertising was news; for that industry like a few others which we might mention, has seldom shown ability to understand modern advertising and merchandising.

Apparently, however, the cotton industry doesn't mean "advertising" when it talks about "advertising." What it means is "free publicity." We say this because we know that when the Association of Cotton Textile Merchants of New York finally met for action its members worked their enthusiasm up to the high pitch of hiring a publicity agent. And what do you think they are going to do with him? Why, they are going "to divert the tide of misinformation and vituperation that has been beating against cotton and cotton goods"—at least so they say, without adding "if the newspapers will be good enough to give us free space."

If the cotton industry thinks that it is now an advertiser then all we can say is that it knows less than we thought it knew about advertising.

**Here It Is  
Almost  
Christmas**

Congress has adjourned. Congressmen are spending their summer enjoying well-deserved vacations, save in those few instances where they must work busily in political pastures building fences. The biggest political controversy of the last few days has centred about the question of whether or not the President caught fish. In other words, indications point to a lovely summer—and here it is almost Christmas.

For the manufacturer, Christmas lies just over the hill. Like the magazine cover illustrator, the advertiser must spend his vacation thinking of golf and Santa Claus.

Business has been good. The prophets who predicted a depression for the fall have disappeared. Indications are that the coming holiday season will be one of the best, in volume of sales, in business history.

There's going to be some heavy competition for the favors of Santa Claus. The advertiser who begins to plan now to enter that competition with all the forces at his command is the advertiser who will come riding home behind the reindeer. Christmas selling pays big rewards, but it demands unusually thorough measures.

**The Come-  
to-Market  
Idea**

In a recent trade review put out by Marshall Field & Company (wholesale), which is a weekly feature appearing on the financial pages of certain newspapers, appears this significant statement:

"A large number of customers were in the market, the attendance exceeding by a good margin that of the corresponding week last year. House sales were very gratifying."

This is much more important than the mere words imply. The casual reader probably would understand from it that the wholesale business is better now than last year and let it go at that. But the real meaning goes much deeper.

We have frequently expressed the conviction that comparatively few manufacturers and jobbers realize the full force of what is going on in marketing. A few years ago, a visit to his sources of supply was something of a holiday event for the average retailer. He looked forward to it as a sort of vacation trip to be taken maybe—that is, if he had the time and money. He went to market once a year or possibly twice. More likely he would go not at all.

Things have changed. Today, the dealer buys goods in smaller quantities and buys them oftener. Moreover, he is coming to see the benefits that can come to him through personal contact with primary markets. The dealer who formerly made buying trips once

or twice a year now goes perhaps once a month. The merchant who visited his manufacturers or jobbers at rare intervals now goes at least a couple of times during the year. It is regarded as being as necessary as reading advertising matter or interviewing salesmen in the store.

The firms which are getting the most benefit out of this condition are those who direct their business-paper advertising so as to meet it fully. In other words, instead of trying to make this advertising sell specific merchandise direct, they use it to accomplish what the retailer would call "getting people into the store." They advertise to bring retailers and the merchandise together. The result is that they sell more goods in the aggregate because this sort of buying helps make the dealer a more aggressive merchant.

"House sales were very gratifying" is a story that many live manufacturers and jobbers can truthfully tell today—to their profit as well as that of their customers. It emphasizes the point that advertising to the dealer is being permitted to work out its natural course.

### ***Chaos in the Air***

Within the past week, the Department of Justice, has notified the Department of Commerce—the Federal Department, which until then was supposed to regulate radio broadcasting—that broadcasting is a transaction of bona fide commercial business, and as such does not come under the radio legislation of 1912. This means that the Department of Commerce cannot effectively control broadcasting. It also means that anyone who so desires may now operate a broadcasting station and invade the homes of the country with whatever the broadcaster chooses to send out. It may mean chaos in radio transmitting unless Secretary Hoover's plea for self regulation in the radio industry is heeded.

The opinion of the Department of Justice may turn out to be of

importance to advertisers. If there is chaos in the air as a result of the operation of innumerable stations on a limited number of wave lengths, then those businesses which are spending money in an endeavor to use the radio as an advertising medium will get even less than they thought they would. Another aspect is the fact that promoters may now rush into the broadcasting field and endeavor to sell time on the air through high-pressure salesmen on the basis of radio's supposititious ability as an advertising medium.

Certain broadcasting stations that are selling time to advertisers have already unloaded stock on the basis of high earnings from expected advertising revenue.

While chaotic radio broadcasting conditions may prove a nuisance to advertisers because of increased solicitations and while such conditions may mean loss to investors in stock of broadcasting stations, it would seem that the greatest burden will be placed upon the manufacturer of receiving sets.

If the public is without satisfactory broadcasting service, the sale of receiving sets is bound to be adversely affected.

Ever since the first attempts were made to turn broadcasting into an advertising medium, PRINTERS' INK has pointed out that radio receiving set manufacturers were penny wise and pound foolish. The responsibility for good broadcasting that is welcomed in the homes lies with them. The free-for-all fight that the present situation opens the way for, may prove it.

Coincident with this news comes the information that an organization owning a large number of public utilities throughout the country plans to sell wired entertainment to the public through the companies it owns. It will rent receiving sets and with that rental will go service. If this company's plans are carried out, it will do what PRINTERS' INK has so persistently advised radio set manufacturers to do—sell service and not wood and mechanisms.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

**AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS**

**CLIENTS**

Liggett & Myers Tobacco Co.  
Johns-Manville Incorporated  
Western Electric Co.  
American Chicle Company  
The T. A. Snider Preserve Co.  
Loose-Wiles Biscuit Co.  
Graybar Electric Company

**"NOT HOW MUCH, BUT HOW WELL"**

# Advertising Club News

## Dallas Club Has Never Missed a Meeting

There will be no summer holiday for the Dallas Advertising League, which will continue to hold its meetings regularly every Tuesday through the summer months. The club has not failed to meet every week since its formation in June, 1908, and the incoming administration, which was installed last week, will keep up this record.

Alfonso Johnson, of the Dallas *News*, continues as president, following his re-election at the recent annual meeting. Royal Cowan was re-elected to the office of secretary-treasurer.

Stanley Zercher was elected first vice-president, and second vice-president. C. C. Yost was elected editor of "OK'd Copy," the club's official publication. Grady Gaston, manager of the Better Business Bureau, was made chairman of the vigilance committee.

The following are members of the board of directors: L. R. Wiley, Lorry Jacobs, C. J. Fontaine, John W. Ruyan, Hugh N. Leiper, Joe M. Dawson and Herbert Stellmacher.



ALFONSO JOHNSON

Bailey Malone, secy. C. C. Yost was elected editor of "OK'd Copy," the club's official publication. Grady Gaston, manager of the Better Business Bureau, was made chairman of the vigilance committee.

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\* \* \*

## Boise Club Plan Beneficial to Members

At the beginning of last season, members of the Advertising Club of Boise, Idaho, were assigned various advertising subjects to work upon. According to Cyril Thompson, secretary of the club, the results of the plan were very satisfactory. Speeches and papers were developed which brought about a better understanding of many advertising and selling problems.

\* \* \*

## Swiss Club Joins International Association

L'Association Suisse de Publicite of Zurich, Switzerland, has become affiliated with the International Advertising Association. The association, which is made up of advertising men in all parts of Switzerland, has elected Dr. O. Staehelin, president, and Dr. P. Giezen-danner, secretary.

\* \* \*

## This Club Is an Early Riser

The meetings of the Advertising Club of San Bernardino, Calif., are held at 7:30 in the morning.

## Poor Richard Club to Honor Byrd

The Poor Richard Club, at the suggestion of Theodore E. Ash, a director of the club, is fostering a movement to present to Commander Richard E. Byrd, a sword in recognition of his historic flight over the North Pole. The presentation will be made by Mayor Kendrick at Independence Hall on July 21.

In the evening a reception and dinner will be held for Commander Byrd at the Poor Richard Club to which are invited the members of the Philadelphia Club of Advertising Women.

\* \* \*

## R. D. Mathias Heads Chicago Council Committee

Robert D. Mathias, vice-president of new business and advertising of the Depositors' State Bank, has been elected chairman of the financial advertising departmental of the Advertising Council of the Chicago Association of Commerce. Other members of the committee are: Edward Hentz, Gaylord S. Morse, Carl Gode, J. K. Waibel and G. Prather Knapp.

## E. W. Rose Wins Cleveland Golf Match

Thirty players qualified for the annual golf tournament of the Cleveland Advertising Club at the opening game. E. W. Rose led the field with an 86, but was closely followed by a tie score of 88 made by T. J. Simpson and Clay Reely.

The annual field day of the club is being held today.

The third tournament in the season's schedule of the Advertising Club Golf Association of the New York Advertising Club will be held at the Lido Country Club, Long Beach, N. Y., on July 20.

## Club Officers Given Twenty-one Management Pointers

Club executives have so many varied activities to direct that it is sometimes a difficult matter to frame these in one picture that will show a broad perspective of club operation. With the purpose of enabling executives to check up on the functions which help the club to effectively serve its members, its community and advertising, in general, a list of twenty-one pointers in good management was presented by Donald K. Thomas, executive secretary of the Advertising Club of Los Angeles, at the recent meeting in Philadelphia of the Club Officers' Conference.

The list follows:

1. A well-balanced club operates on a definite program of activity planned yearly in advance.

2. Makes a studied personnel job of selecting committee chairmen who work.
3. Has something definite to sell and sells its memberships consistently.
4. Presents programs with a message and which possess drawing power.
5. Has a simple, yet persistent follow-up method for collecting dues.
6. Has a practical fiscal operating budget.
7. Has a monthly check on income and outgo.
8. Does "big brother" work for nearby clubs.
9. Yearly contributes something really constructive to the cause of advertising.
10. Keeps its members "sold."
11. Gives constructive help to those seeking advertising or sales positions.
12. Has a workable system for getting new members acquainted and inducted into active work.
13. Runs its programs on a definite schedule, with clock-like punctuality.
14. Has a definite program (of its own or under its sponsorship) to standardize and increase advertising and sales education.
15. Encourages the establishment of a Better Business Bureau—or vigilance committee which produces. One that does educational corrective work as well as supports punitive measures.
16. Is careful that every utterance in the public press—or any public activity—is tempered by the responsibility the club feels as the accountable guardian in its community for the performance of advertising.
17. Regards its national and district conventions as the annual fount of knowledge and systematically prepares to participate in these conventions.
18. Recognizes a central clearing house such as the I. A. A. and systematically feeds that centre month after month with proved ideas for dissemination to other clubs.
19. Has sufficient sporting and social events to increase acquaintanceship, develop friendships, and whet keener interest in club work.
20. Has a definite policy with respect to participation in civic affairs which permits of co-operation without swerving from its fundamental job.
21. Has a speakers' bureau where other clubs and associations may secure competent speakers on advertising and sales subjects.

The conference was attended by sixty-seven officers representing clubs from all parts of the United States, Canada and Europe. A group photograph of twenty-eight of those who attended is shown on these pages. The group includes the following officers and gives the names of the clubs which they represent:

J. L. Cundiff, Walla Walla; Henry F. Hager, Muncie; Paul S. Van Aken, Advertising Council of Chicago; Hart Anderson and S. Q. Shannon, Minneapolis; John Sheridan, Jamestown, Pa.; Norman Parrott, Baltimore; Maxwell Droke, Lester C. Nagley and Frank Flanner, Indianapolis; Donald K. Thomas, Los Angeles; Don Gilman, retired president of the Pacific Coast Advertising Clubs Association; H. H. Maynard, Columbus; W. G. Randall, Kansas City; Charles Von Beseler, Toledo; Wallace Dibble, Springfield, Mass.; Maude M. Schaefer, Baltimore Women's Club; Ruth Y. Lichtenberg, Detroit Women's Club, and Ed Hunter and Reginald Colley, both of the International Advertising Association.



SOME OF THE DELEGATES WHO ATTENDED THE CLUB OFFICERS' CONFERENCE  
AT PHILADELPHIA

# The Little Schoolmaster's Classroom

MANY a big order has been lost, many an important customer has left the fold because at 5:15, with an important question to take up, Central said "they don't answer," or the janitor answered and reported "nobody here; the office closes at 5 o'clock."

This problem of "just after office hours" callers and phone calls worries many a manufacturer. He doesn't want to miss the chance to be of extra service, but he can't afford to hire an executive for the job of janitor or night-watchman.

A New York advertising agency, the Pratt & Lindsey Company, has adopted a plan which the Schoolmaster believes offers an interesting suggestion to executives who don't mind being disturbed occasionally at home if, by that chance, they can prevent the possibility of losing the after-hour opportunity to serve a customer.

A printed slip has been prepared which is attached to every insertion order sent to publications in New York City. It states at the top the fact that the company's executives are always on the job and then says:

"If it is absolutely necessary to have more information about this job after office hours, call the person marked below."

Below this statement, a list of executives is furnished with home telephone numbers and a square in which a pencil mark check indicates the person responsible for that particular job.

The president of the company tells the Schoolmaster "we have discovered in the last two or three years many occasions arising where outside organizations wish to get in touch with us after hours, and we find the slips we use prevent many an hour of delay on important jobs."

\* \* \*

High up among those questions most frequently tossed to the Schoolmaster for answer is the one asking where a young man,

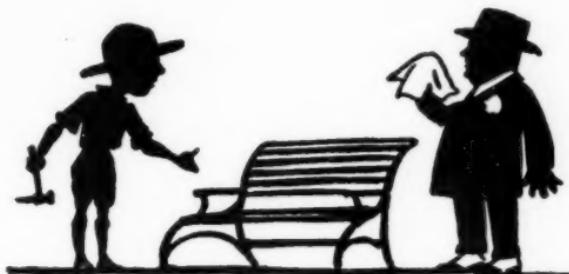
whose intentions are wholly honorable, may study advertising. The columns of PRINTERS' INK and the Classroom have contained many and copious answers, not only on the where but on the how, with plenty of definite suggestions. Nevertheless, the subject is ever new and the question will continue to be asked with multiplied frequency as advertising expands and young people in increasing numbers seek their careers in the advertising field.

As clear an explanation as it has been the Schoolmaster's good fortune to read lately has been written by James D. Woolf, secretary, J. Walter Thompson Company, assisted by the Educational Committee of the Western Council of the American Association of Advertising Agencies, and recently published by the Chicago Central College of Commerce of the Y. M. C. A., of that city.

The pamphlet is entitled, "Breaking into Advertising As a Vocation," and for lucidity and succinctness it is just about the perfect answer to the question aforementioned. In something less than eighteen pages of readable text that run less than 250 words to the page, Mr. Woolf takes the reader on a sight-seeing trip and shows him the whole works. On the page opposite page one is a little "table of contents" which is entitled to special mention, for it really explains what the pamphlet is about and has some printed salesmanship mixed in it as well. It is headed "Seven Questions Answered," as follows:

1. What are the requirements for the various phases of advertising work?
2. What are the disadvantages in the field?
3. Where can I get a start in advertising work?
4. How can I tell for what I am best fitted?
5. How may I prepare myself?
6. How can I secure a position?
7. How much may I expect to earn?

It is invigorating to read "that



## For the Tired Business Man

THE tired business man and the harassed shopper are the special beneficiaries of a city-wide good turn.

THE Los Angeles, California, Scouts are constructing and placing hundreds of benches in all parts of the city where street car patrons are forced to wait for cars. The plan developed from a canvass made by the Scouts.

AS fast as the boys are able to finance the purchase of lumber the benches are made. Plans are drawn by Scoutmasters who are mechanical engineers. As many benches will be made as the self-appointed carpenters find are needed in the crowded districts.

THIS interest in civic affairs will make these boys the leaders in their communities when they are men. You will need to do business with them then. Are you cultivating them now?

# BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue  
New York, N. Y.

Lincoln Building  
Los Angeles, Cal.

37 So. Wabash Avenue  
Chicago, Ill.

# EXECUTIVE Available

(Household Refrigeration)

A General Salesmanager with an unusual record of achievement in the specialty sales field to his credit, is open for a new connection.

His experience includes the electrical appliance field, wherein he has gained a wide range of experience in the distributing and merchandising of electrical household appliances. He is thoroughly familiar with this market and the various methods used therein, and enjoys a wide acquaintance among the trade.

He is in position to bring to some progressive manufacturer of electrical household refrigeration units experience, knowledge, training and acquaintance that should be invaluable in enabling such a manufacturer to become quickly entrenched in this market with the least possible expenditure of time and money.

He is a university man; married; and has a rather broad knowledge of every phase of business.

Address, in full confidence, "O," Box 226, care of Printers' Ink.

## Here is a man—

- intimately acquainted with merchandising in the drug, food and automotive fields
- a man prolific in ideas
- a versatile writer who can visualize his thoughts in unusual layouts
- a man with a background of eight years' experience as advertising manager, agency copy writer and sales manager.

American, thirty, married, college bred. Salary \$6,000—and room to grow.

Address "U," Box 80, care of Printers' Ink

the profession of advertising is by no means an easy short cut to success. There are disadvantages and hardships in this work, as in any other worth-while field of endeavor. The man who is seeking a 'soft berth' had better stay out of advertising. The work is difficult and calls for heavy expenditures of energy, especially in the creative positions."

Speaking of what the young man may expect to earn, Mr. Woolf says that some advertising men earn \$100,000 a year, and sometimes more, while others never get beyond \$50 a week. The beginner, he says, cannot hope to start for more than \$25 or \$30 a week as a copy writer, or if his goal is advertising manager he must expect to start at \$20 to \$30 a week. A space representative on a publication might expect from \$30 to \$40 a week to start while advertising agencies pay beginners from \$20 to \$25 a week in the mechanical and mediums departments.

"The rewards in the advertising business," he says, "are no greater and no less than in any other worth-while profession or business. In law and medicine, engineering and chemistry, in any profession, the big rewards go to unusually capable men, and this is equally true in advertising. Employers of advertising men will not pay high salaries for mediocre ability; advertising is not a short cut to success for the man who is not capable."

The Schoolmaster heartily recommends Mr. Woolf's article as an introduction to the subject for all who are thinking of advertising as a career. Harassed executives who are periodically approached by aspiring youth for advice on this increasingly interesting subject would do well to possess themselves of a copy of Mr. Woolf's article and either use it as a text for a homily of their own, or keep it handy where it may be shown to those who are seriously intentioned enough to want to see a true picture.

\* \* \*

How the example of one in-

# Who Wants to Buy a Correspondence School?

A most unusual opportunity for someone to buy and operate a highly profitable business with very large possibilities for the future

## *Only \$3,000 Cash Required*

NEINE months ago one of our clients undertook to organize and promote a correspondence school on the side. Now he finds the venture taking far more of his time and energy than he had anticipated. He is therefore willing to sell out.

To induce quick action, he will make a proposition that is bound to prove exceedingly tempting to anyone with a little spare cash and the ambition to operate a business of his own. \$3,000 will buy the school complete—including about \$6,000 worth of accounts receivable (fully 50% of which can be considered good and collectable), a new multigraph outfit which cost over \$1,200, several thousand dollars' worth of plates, art work, printed material, etc.

The school is now in operation, and has over 200 students, many of whom have written letters of a most enthusiastic nature. During the nine months of the school's existence the gross volume has been over \$13,000. Cash receipts have been over \$6,000.

The new owner will have the benefit of seasoned counsel and will be in position to profit by the present owner's experience. Equally important, the possibilities of the field have been definitely proved. It is a safe prediction that within three to five years a business can be developed which will net at least \$25,000 a year.

Granting that this proposition may look almost too attractive now, we hope you will reserve judgment until you know all the facts.

Somebody is actually going to be presented with a going business for less than half the accounts receivable. It is nothing short of a chance for a "killing." No other word so fully expresses the situation.

Communicate with us at once and we will acquaint you with the complete history.

**Tauber Advertising Agency, Inc.**  
**925 Fifteenth Street, N. W., Washington, D. C.**

*Available August 1  
For Chicago Connection—*

## COPY WRITER or PUBLICITY DIRECTOR

*With Merchandising Experience of  
Highest Type—Ready, Versatile,  
Persuasive Writer*

Harvard graduate and former college instructor. . . .

Contributor to popular and "high-brow" magazines. . . .

Two years on copy staff of department store doing over eighty millions yearly. . . .

Four years in charge of advertising of leading men's store doing business in the millions. . . .

Particularly good on institutional copy.

### AAA1 References

Agency, Manufacturing, or  
Financial Institution Preferred

Address "Q," Box 227, Chicago Office

## IF—

If you want an advertising man who has had the business life that makes it easy for him to see your problems—

If you believe that his present work as advertising manager for a large manufacturer, his experience selling space for a national magazine, his years spent in an advertising agency would be valuable in your business—

If you want a seasoned man yet under 35 years of age—

If you want an American Christian—

If your work calls for a man whom you want to pay not less than \$5200—

If you are an agency or manufacturer in the Metropolitan district—

## THEN—

write in confidence to "V," Box 81, care of Printers' Ink.

dustry often serves to bring changes in another was strikingly brought home to the Schoolmaster in a recent talk with T. W. Behan, vice-president of The "1900" Washer Company. This concern announced to its dealers that it had thrown aside the last traces of the old washing machine era in this copy:

You who know washers know that the washer industry has been a laggard in this age of mechanical perfection. The automobile and other industries have lavished on their products every refinement of expert workmanship and exact production machinery. But the average washer was produced by "farm boys in a foundry." The result showed in your profit-eating service cost.

Now 1900 quality has been put on the same plane as the finest automobiles. New production methods, on new machines costing thousands of dollars each, are turning out 1900 parts true to the thousandth of an inch. You do not have to spend your profits in after-sales service.

By adapting the mechanical standards of the automobile manufacturer to its product, Mr. Behan says, the "1900" company with its latest machine, called the Whirlpool washer, made sales of 60,000 machines in one year.

The company had twenty-eight years of merchandising and advertising experience behind it. When it set out to market the new machine, it capitalized on latent good-will so handsomely that for the first four months, without advertising, it ran factories day and night. Then dealer advertising was begun for the new model, and now production of this machine—turned out with mechanical standards exemplified by another industry—constitutes 90 per cent of the company's total washer production.

\* \* \*

A recent advertisement for Esmond Blankets carries at the bottom the following sentence: "More than 7,600,000 women see Esmond advertising frequently in their favorite magazines."

As the Schoolmaster read this, his mind harked back to other days when many an advertiser would have been ashamed to make an estimate of anything less than 50,000,000 or 60,000,000. He re-

## Sales Representatives Wanted for Philadelphia, New York City and Boston

Nationally known manufacturer, selling a quality product, to large industrials, public utilities and railroads, is expanding its sales organization and is seeking the services of sales representatives in the above cities.

Only men who have actual record of sales accomplishment and personal acquaintanceship in the industrial field, will be considered.

Applications by mail only, giving complete history, age, personal qualifications, etc.

All replies will be treated in strict confidence.

Our salesmen have seen this advertisement.

Address "President," Box 75, care of Printers' Ink.

## Assistant Sales Manager

Applicant should have experience as Assistant Sales Manager in large manufacturing organization, or as Sales Manager in smaller company. Experienced in selling through jobbers or distributors necessary. Splendid opportunity with large company selling nationally advertised product. Reply in own handwriting, giving age, experience in detail, physical characteristics, last two years earnings, and phone number. Photograph must be sent to get consideration. Replies strictly confidential.

Address "Z," Box 73, care of Printers' Ink

**INCREASED SALES  
QUANTITY PRODUCTION  
REDUCED COSTS  
LOWER PRICES**

- The above results justify the enormous yearly expenditure for general publicity advertising.
- Premium Advertising** may be justified on precisely identical grounds. By its use new customers are secured and old customers held.
- It is not "something for nothing." The loyalty of a customer to a particular brand of merchandise is worth a great deal to its manufacturer.
- A portion of the advertising fund expended in this way is certain to result in: **Increased Sales—Quantity Production—Reduced Costs—Lower Prices.**
- It is a sound, ethical, logical and effective method of advertising.
- Booklets explaining our Service mailed on request to those stating the nature of their business.

**THE PREMIUM SERVICE CO., INC.**  
9 West 18th Street, New York.

**YOUR PRODUCT**  
will find its market in the  
**CHURCH FIELD**  
through the preachers' trade journal  
**THE EXPOSITOR**

710 Caxton Building, Cleveland, Ohio  
156—5th Ave., New York  
37 South Wabash Avenue, Chicago

Sample and rate card on request.

**Photostats!!!**  
of any subject —  
By Photographers  
*Fast Messenger Service*  
**PACH BROS.**

28 West 44th Street, New York, N. Y.

**ART for reproduction**  
ILLUSTRATIONS  
PORTRAITS  
RETOUCHING  
LAYOUTS

**EDWARD R. HIGGINS**  
243 West Thirty-fourth St., N.Y.C.  
LACKAWANNA 2-682

**Howell Cuts**  
for house organs  
direct mail and  
other advertising  
ask for proofs  
Charles E. Howell • Pink Building • New York

members a conversation he had some fifteen years ago with an optimistic advertising manager.

"This year we are announcing on our broadsides that our advertising will reach 60,000,000 women," said the advertising manager.

"That's a lot of women," replied the Schoolmaster. "Just how do you figure it out?"

"Well, it's this way. Each month we advertise in women's magazines with 5,000,000 circulation. Therefore, in a year we'll reach 60,000,000 women."

Unfortunately, there are still a few advertisers who figure on the same basis. It doesn't harm advertising any so long as they keep their dreams to themselves—but when they tell those dreams to dealers, wise, hard-boiled dealers who have listened to a lot of dream recitals, they damage their cause far more than they help it.

The Esmond way is a far better way. Even better, perhaps, would be to say, "Our advertising is appearing in women's magazines with a combined circulation of 7,600,000." Either way, however, is greatly preferable to the claim-all-until-somebody-catches-us method which can do so much to bring certain advertising into disrepute and make it a laughing-stock among dealers.

**Industrial Motion Picture  
Companies Merge**

The Stanley Advertising Company, New York, has been formed by the consolidation of the Motion Picture Consultants, Inc., New York, and the Stanley Advertising Company, Philadelphia, producers and distributors of industrial and educational motion pictures. A. Pam Blumenthal is president of the new corporation. B. K. Blake, formerly president of the Motion Picture Consultants, is vice-president in charge of production.

**Magazine For Sale**

A high class magazine, covering an exclusive field, breaking even financially, is for sale. Can be developed into an important magazine by one who gives it exclusive attention. Rapid progress of another publication necessitates our disposing of this magazine. Price \$25,000. Liberal terms can be arranged. Address "W," Box 82, Printers' Ink.

# *"It was only natural to expect guidance—"*

## OLD TOWN CANOE CO.

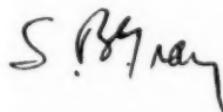
OLD TOWN, MAINE

S. B. GRAY, *Treasurer*

It was in the middle nineties that I first had a reading acquaintance with PRINTERS' INK. This came about by observing copies in the office of the Bickmore Gall Cure Company, with which my family has been identified, and where, boylike, I used to visit when time permitted. PRINTERS' INK even then always held a charm, which in later years has changed into real worth.

It was about twenty years ago that my own business career started, and as the sale of "Old Town Canoes" has been built up largely through national advertising it was only natural to expect guidance from the one publication which seemed to be the only clear guide one could find.

In all these years it has come regularly to me and I read it, not as a weekly task, but as a pleasure when time permits, even though frequently copies may be several weeks old before they can be perused.



## Do Credits and Collections Co-operate with Sales?

Here's a man trained to make them.

He knows the sales viewpoint from actual experience in the field and behind the desk, in the advertising department too.

He has seen what careful credits and prompt collections—and their lack—mean to successful operations.

Married, of English and Scotch ancestry.

Unusually broad business experience with early newspaper training.

Now, completing year as district manager for nationally known finance company, is ready to make some credit and collection department a powerful factor in building profitable business.

While trained in New York's keen competition and now located in central New York State, he is ready to go where there is a real opportunity.

Address "T," Box 229, care Printers' Ink.

## Advertising Manager

The man we want is versatile. His sales letters will bring home the bacon. He will create unusual folders and booklets. He will edit our house-organ.

Above all:

He will originate startling selling schemes and work hand-in-hand with the sales department.

Firm established over twenty years. Located in pleasant town forty-five miles from New York City. Permanent position and excellent opportunity for producer.

Address "B," Box 76, care of Printers' Ink.



## R. W. Smiley with Metropolitan Casualty Insurance

Ralph W. Smiley, who has been with the Aetna Affiliated Companies, Hartford, Conn., for the last seven years as editorial supervisor of the "Aetna-izer," a house magazine, has joined the Metropolitan Casualty Insurance Company, New York, as director of publicity. He will assume charge of advertising, publicity, sales promotion and other related activities.

## Sterling Range Elects Officers

Philip Will has been elected president of the Sterling Range & Furnace Corporation, Rochester, N. Y. Fred Will, Jr., is vice-president and treasurer and Walter Will is vice-president and secretary.

## Harry A. Levy Dead

Harry A. Levy, sales manager and director of the Hickok Manufacturing Company, Rochester, N. Y., belts, buckles, etc., died last week at Dansville, N. Y. He joined the Hickok company eighteen years ago.

## J. C. Roth Advanced by Pratt & Lambert

J. C. Roth, of Pratt & Lambert, Inc., Buffalo, N. Y., varnishes, etc., has been made manager of the central sales division. He has been assistant manager.

## Die Casting Manufacturer Changes Name

The name of the Stewart Manufacturing Corporation, Chicago, has been changed to The Stewart Die Casting Corporation.

In the PRINTERS' INK summary of magazine advertising for July the lineage for *Popular Radio* should have been 12,870 lines.

My associate and myself are looking for either a substantial established business with which we may invest and actively affiliate ourselves or else a genuinely good article which needs financing. Investment commensurate with the business or worth of the article. Give full details in first letter which will be treated confidentially. Control essential. Address "N," Box 225, care of Printers' Ink.

## "GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

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WINNIPEG

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# Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25  
First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

**Printers' Bookbinders' Outfitters**  
Modern Cut-Cost Equipment  
Also Rebuilt Machinery  
Conner Fendler Branch, A. T. F. Co.  
New York City

**ORIGINAL CARTOONS** drawn for special subjects. Price to cover both drawing and engraving, 6x6 inches (size of cut), \$5.75. Guido D. Janes Service, Quincy, Illinois.

**POTTER DRUM CYLINDER PRESS**, sheet 25x38. In first-class condition. Replaced by large press. Will accept \$250 on floor, Port Washington, L. I. CONNER FENDLER, 96 Beekman St., New York City.

**New York Representative** wanted for list of small daily newspapers; growing. Splendid opportunity for man desirous of building a list. Give complete information, confidential. W. & W., 1501 Marquette Bldg., Chicago.

**RAPID WRITING SYSTEM**  
Copyright, plates and copies of book teaching simplest, easiest-to-learn semi-shorthand or speed writing for business, advertising men, lawyers, preachers, students, etc. Box 779, Printers' Ink.

**EASTERN SALES REPRESENTATIVE**  
Former sales manager of national selling force wishes to hear from manufacturer desiring Eastern Representative. Lines preferred either automotive, hardware or plumbing field. Sales force maintained and will operate on commission basis. Headquarters New York City. Box 780, Printers' Ink.

## HELP WANTED

### EXPORT EXECUTIVE

as assistant to manager of small but rapidly growing export department—who can supplement with general export experience our specialized knowledge of domestic field. Prefer man who has successfully written advertising and handled sales campaigns for Europe and Latin America. The job is as big as the man. No investigations without interview. To justify interview, write, stating age, education, religion, experience and salary, to H. D. McKay, Vick Chemical Co., 17 Battery Place, New York City.

### ADVERTISING SALESMAN!

A concern which has become the largest in its line has openings for a few heavy-weights who have the courage to depend on their own efforts for a comfortable livelihood. Returns are immediate and some of our men have earned as high as \$200 their first week. Address Slide-O-Graph Dep't.

**STANDARD SLIDE CORPORATION**  
209 West 48th St., New York City

**Advertising Solicitor**, experienced, by national publishing house to solicit ads from hotels, bus companies and garages on a liberal commission basis; one owning car preferred. Box 788, P. I.

## Sales Opportunity

A progressive Eastern manufacturer requires the services of an energetic man who can sell high grade work to quantity buyers in the Middle West. Our line consists of paper products and paper specialists for advertising, mailing and packing. A knowledge of paper and some advertising experience will be helpful, also a good imagination plus creative ability. The printing on our products sets a high standard and we require a man who can sell this class of work. A fair salary to start, and advancement will keep pace with results. Tell us all about yourself, present salary and previous experience. Box 786, Printers' Ink.

## POSITIONS WANTED

**Wanted**—by a college graduate—writing of an editorial character, whole or part time, for a house-organ. Experience: five years on the staff of a high-class magazine. Box 785, Printers' Ink.

**Young woman** with five years' agency experience in secretarial, research and writing wants position. No straight stenographic job, no selling. Christian, college graduate. Starting salary, \$40. Box 784, P. I.

**EXPERT COPY WRITER**  
Twelve years as copy chief, New York agencies, on big accounts, and as advertising manager for leading manufacturers. Box 783, Printers' Ink.

**Advertising Solicitor**, young, year and a half successful experience with a leading class magazine, wishes to learn production in an agency or national advertiser. Hard worker, conscientious, college education. Box 789, Printers' Ink.

**Young man** with 5 years of diversified experience in every phase of advertising from copy to production, available immediately. Prefer women's specialty shop. Would consider agency. Initial remuneration of secondary importance. Box 781, P. I.

## Editor at Liberty

Former editor of leading technical weekly desires new employment. Has had unusually wide experience in aeronautical, automotive, electrical and radio fields. Unmarried. Protestant. Box 787, P. I.

## MAIL ORDER

## DIRECT MAIL

## NATIONAL ADVERTISING VISUALIZER—ROUGH LAYOUTS

Interesting story awaits organization requiring highest grade man. Box 782, P. I.

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# What, no Copy?

EVERY addition to the total volume of advertising—every new voice clamoring for attention—places a heavier obligation on the skill that goes into the preparation of copy. That is the reason why, today, a growing number of the outstanding advertising agencies are owned and directed by creative men, and a decreasing number by men who are merely “business getters.”



YOUNG & RUBICAM  
*ADVERTISING*

NEW YORK  
PHILADELPHIA

# Chicago Women Prefer The Chicago Tribune

**T**O secure information about the reading habits of housewives an investigation was made by mail on stationery of the Chicago Bureau of Market Analysis and Research. Questionnaires were sent to 10,000 women. The names were taken from Chicago Telephone Company records by an agency in no way associated with The Tribune. They were chosen in proportion to the number of telephone subscribers in each exchange, so that they were evenly distributed over the entire city. The list was representative of all sections of Chicago.

There were 1,391 questionnaires returned. These—a cross section of Chicago and the preferences of Chicago women—provide material of exceptional value.

The investigation showed that both the man and woman of the house read the morning paper. 80% of the returns showed the man a reader of a morning paper. More than 70% of the women read it.

More than half of those replying to the questionnaire preferred to keep The Tribune if they had to give up all newspapers but one. The preference for The Tribune was greater than that for all other newspapers combined. The second choice—an evening paper—was preferred by less than 30% of the women.

Nearly 84% of the entire group read The Sunday Tribune and 76% read The Daily Tribune. The Chicago Daily News and The Chicago American follow with 57% and 32% respectively.

More than 72% placed greater confidence in advertising appearing in The Tribune. The next highest newspaper received this endorsement from 44% of those returning questionnaires.

A more detailed analysis of the results of this investigation is available to advertisers. It shows reading and buying habits of newspaper readers in Chicago. Write for a copy of it on your business letterhead.



## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*Grow with The Tribune in 1926*